

PROGRAMS FOR WEEK BEGINNING APRIL 25

RADIO

Life

8¢

FORTY PAGES

Ed Gardner

"Gimme a Stand-Up Joke!"

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DUFFY'S

CBS PHOTOGRAPHER: Knows Stars' "Good" and "Bad" Sides PAGE 6
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5¢

The Ear Inspires the Pen

Mrs. M. T. Morejohn, 11168 South Towne Avenue, Los Angeles 3, Calif.

Sirs: Without a question, your weekly magazine is the best that I've read so far. I've been enjoying for some weeks your series on radio favorites of years ago, and being an ardent old radio listener the feature has brought to my mind the best hour of entertainment that I heard during most of those years. There was never a better-selected or better-balanced radio show. It was designed for the enjoyment of the different likes amongst people, and all that was best (and still is) in the musical world, the theater, moving pictures, radio, literature, sports and countless other fields of entertainment.

Such famous singers as Moore, Swarthout, Heink, Robeson, Gorin; such accomplished musicians as Menuhin, Gershwyn, Segovia; from the theater, the Barrymores, Hampden, Cornell, Hayes, Houston, Bainter, Lunt-Fontanne; vaudeville was found to be perfect for radio by the director of this famous radio hour; and comedians like Allen, Cantor, Hope, and Holtz. Many presented on this radio show are now tops as stars—to mention a few, Langford, Lamour, Faye, Miranda, and our inimitable Charlie, and of course, Mr. Bergen.

This hour was under the master showman and best radio scout of many years, Rudy Vallee. In my humble opinion, if a person as competent as Mr. Vallee is away from radio work for almost a year to this date, we can expect little change in radio entertainment and obviously fewer new stars for the movies.

Keep watching Precasts for rumored return of a very similar new Rudy Vallee show.



Mrs. Emma Mead, 1073 Florida Street, Los Angeles 14, Calif.

Sirs: Here is a gripe about one of my favorite programs, "What's the Name of That Song?" which I have never missed so far and often go to see. A couple of weeks ago, the first winner that was chosen by applause was changed. Someone in front said "Oh no," so they called a girl up who was not among the first two chosen and had a rejudge on the clapping. She got first prize. A very poor policy, as everyone always has a friend or two who can voice a protest.

And as Dud Williamson goes through the audience, why doesn't he really try to pick them out for good singing? Not how they may clown or cause a laugh. If we want comedy, we turn on a comedy program. Each program is picked out for what the name implies. "What's the Name of That Song?" has been really enjoyable up to the last few times, but a little ridicule of contestants can sour any listener.

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W. Victors, 127 East "A" Street, Ontario, Calif.

Sirs: I understand that "Leave It to the Girls" is being broadcast from Hollywood. I would very much like to see pictures of the Eastern girls, and so might many others. Could you possibly print some, and perhaps a short story?



Eloise McElhone



Austine Cassini



Madge Evans

Herewith, pictures of the former New York panel. While the program remains in Hollywood, local glamour girls will pass the quips and sweet the queries. A story on the show appeared in our April 11 issue.



M. L. Dailey, 1026 Florida Street, Los Angeles 14, Calif.

Sirs: I want to say to Mrs. Florence M. Briggs (February 15 issue) that I most heartily agree with her concerning Frank Sinatra. I can never hear enough of his sweet and soothing tones.

With regard to his being more appreciated in the East than in the West, if one is to judge by the difficulty — or should I say impossibility? — of obtaining tickets to his Hollywood broadcasts, then there is no question about his popularity out here. However, I do think the West Coast disc jockeys neglect him shamefully. I hate to think of the countless nerve-jangling platters I've suffered through in the vain hope of hearing Frank. The rare occasions when I'm rewarded are worth it, though.



Mrs. Roy Tatlow, 218 North Newlin Avenue, Whittier, Calif.

Sirs: Why, oh why do the commercials need to come in so loud? Get your program to one station, all ready for a good morning, afternoon or evening. In spite of it all, have to go to the radio every fifteen minutes to tone down the commercials. Not that I am griping about commercials. I enjoy them if they could be kept on the same tempo as the program. Surely this isn't necessary.

No, it isn't necessary. Maybe, if these repeated hammerings from our readers continue, a FEW of our announcers will realize it.

Don Clayton, Student, Point Loma High School, San Diego, Calif.

Sirs: I was wondering when you are going to print a story on "Double or Nothing" (CBS, 12:00 noon). This is about the best quiz program on the air. Walter O'Keefe is one of the best emcees, Murry Wagner is very pleasing and the Musical Chefs and Irv Orton, the organist, are the tops. And I think they deserve a good story. I would appreciate your publishing my letter, because I think other Radio Life readers would like to know about one of the best quiz programs on the air.

Yes, exchanges of comments are always appreciated. Radio Life told the Walter O'Keefe-Double or Nothing story August 24, complete with cover and many pictures.



Julie Allan, Locksley Place, Los Angeles 26, Calif.

Sirs: Something has gone wrong with our little sudsy folk. From "Ma Perkins" (will someone please eliminate that impossible character "Star"?), through "Pepper Young's Family," "Road of Life," "The Right to Happiness." Everybody is struggling with diseases, penicillin, scalps, accidents and elimination of characters, all in one fell swoop. Heavenly day! Why should one listen to such depressing goings-on? Listeners may be weighted down with problems from which they need to escape.

Would like to say a good word for our ever-enjoyable "Mayor of the Town." Also for "Willie Piper," "The Couple Next Door," "Twenty Questions," "Meet the Press" (which every American should hear) and all such wholesome and delightful programs. Also the Oscar Levant-Jolson program, if only Al would omit "Mammy." He has a remarkable voice when he just sings normally, sans gyrations. Mr. Levant doesn't often enough finish his selections.

★ ★ RADIO LIFE ★ ★

CARL M. BIGSBY, Publisher

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Lily Daley, 3941 Wisconsin Place, Los Angeles 37, Calif.

Sirs: To join the list of Pet Peeves, here are some of mine: Programs catering to studio instead of listening audiences. Soda-water squirting; dressing men in women's clothes; subjecting frightened, helpless animals to the din of ear-splitting shrieks and laughter; women feeling the bare legs of men while blindfolded, to guess their husbands; auctioning off articles which listeners can't even see; mustn't forget pie-throwing, showering contestants with buckets of water, etc. Worst offenders, "What's Doing Ladies" (I think the entire program is silly and cheap); "Ladies Be Seated," although interesting and entertaining in parts; "People Are Funny," a good program which resorts to the above-mentioned stunts just occasionally.

Also dislike the many movie celebrities appearing on radio shows to plug their latest pictures. McNeill's "Breakfast Club" has offended with Buddy Rogers, Virginia Mayo, John Garfield, Roy Rogers and Dale Evans. The same movie people have then appeared on the program following, "Welcome Travelers," with their same boring plugs.

Enjoy your magazine, but when you hint or state that performers are having sponsor trouble or contracts not to be renewed (Henry Morgan and Winchell, for instance) could you not say what the trouble is?

Lots of times no one knows WHAT the trouble is. It's usually lack of rating for money involved.

★

Charles F. Schoener, 6261½ South Hoover Street, Los Angeles 44, Calif.

Sirs: My mother being an enthusiastic member of Jack Sherman's "Housewives' Exchange," our radio is tuned to KFVD every weekday at 11:30 a.m. and I, as male member of the household, have no other choice than to listen. On the Q.T., ladies, I enjoy Jack's program too, and think he has something on the ball. Of course I've listened to Jack broadcast baseball games for years so I composed the following poem:

*The Skipper of the Skillet
He calls himself, you know,
But don't let this little fool you,
For he's a sportsman too, this Joe.
He can tell you of the fishes
So big, that got away;
Or the hikes out to the ballgame
When he broadcasts every day.
Jack really gets excited
When a player steals a base;
And I've heard him grumble sadly
While shoving peanuts in his face.
So ladies let me tell you
Though he likes you one and all;
Jack's contented as a baby
When the umpire yells "Play Ball!"*

★

Mrs. Richard A. Sedwell, 312 West C. St., Ontario, Calif.

Sirs: Thank you for your write-up and pictures of Glenn Hardy and Fred Shields. We call them our friends, for so they seem, and we look forward every evening to Glenn's cheery "good evening, friends." We can miss every other

About Your Letters

All letters to the Ear Inspires the Pen Department should include name and full address of the sender. Name and/or address will be withheld on writer's request. Opinions expressed in the letters printed are those of the senders and do not necessarily reflect the opinion of Radio Life.

newscast with equanimity, but not Glenn's. We also enjoy that little skirmish of wits at the close of each broadcast.

It was my intention to voice a gripe or two, but after reading Evelyn Bigsby's column (which I never miss) I found that she had covered my intended ground in a much more efficient manner than I could have done, and incidentally saved me a lot of writing. I, along with many others, wish so many good programs wouldn't appear at the same time. For example, Friday nights we have "This Is Your F.B.I.," "Can You Top This," and Burl Ives, and can only hear one. Too, I wish they would abolish either studio audiences or their accompanying racket!

★

Eleanor Redack, Dea Mother, Pack 621, 4734½ Oakwood Avenue, Los Angeles 4, Calif.

Sirs: "Wallace Wimple" may be a thorn in the flesh of his "sweetie-face," but he's a hero to Cub Pack 621! Last Friday this pack, which is sponsored by Van Ness P.T.A., held its traditional Blue and Gold dinner at the school. Bill Thompson, the "Wallace Wimple," "Old Timer," and "Horatio Boomer" of the "Fibber McGee and Molly" show, was the guest, and the boys and their parents are still talking about him. Bill gave a very wonderful talk on the importance of Cubbing in combatting juvenile delinquency, as well as entertained the pack with his clever characterizations. His work with boys, his entertainment of our veterans and his willingness to put forth so much time and talent for these things he believes in, is a real inspiration. I think he deserves a real plug for the wonderful work he is doing so unassumingly. Radio is certainly the better for its Bill Thompsons!

★

Mrs. D. B. Reeve, 833½ North Coronado Street, Los Angeles 26, Calif.

Sirs: How anyone can complain about a program, I cannot understand. For there are so many wonderful programs to turn to, one really need not listen to any program he doesn't like. What do some people expect for practically nothing? You get music and comedy, history, farm news, just all kinds of entertainment any normal person could want. I especially enjoy the quiz programs, for to me they are so very educational!



FOR YOUR DINNER-HOUR ENJOYMENT ON SATURDAY NIGHT, KFI OFFERS "THE GUY LOMBARDO SHOW," A HALF-HOUR OF MUSIC, AND "THE JUDY CANOVA SHOW," 30 MINUTES OF HEARTY HUMOR.

Guy Lombardo



GUY LOMBARDO presents his easy-to-listen-to music each Saturday evening at 6 on KFI. Vocals are handled most capably by Don Rodney and Kenny Gardner.

Judy Canova



JUDY CANOVA's lovable, laughable personality is featured when her program is presented at 6:30 Saturday evening via NBC-KFI.

THAT'S KFI—DIAL 640

—Advertisement

Page Three



▲ **PERSONALIZING THE NEWS WITH DIALECTS**, acting ability and his remarkable singing voice is Wendell Noble's system for miking world-wide events.



▲ **ASSOCIATE RESEARCHER AND SCRIPTER** of this endeavor is brilliant Bill Greene. Together, he and Noble spend from 7:30 a.m. to broadcast time on "storyizing" a single news script.

The News in Parables

Is How Wendell Noble and His Associate, Bill Greene, Give You the Current Facts Arriving Regularly on Their Teletypes!

By Judy Maguire

*Tuesday, Thursday, Saturday, 9:45 p.m.
MBS-KHJ, KFXM, KGB, KVOE
Sunday, 5:45 p.m.
KHJ*

EVERYBODY'S been worried about the cost of living going up. Suddenly it starts down, and they have a big investigation in Washington. So on 'Newscope' we say . . . It's like the fellow who's been proposing constantly to his girl. All at once she answers 'yes.' He draws back in alarm and thinks 'Yipe! What have I got myself into?'

"We use anecdotes only as analogies," continue Wendell Noble and his associate, Bill Greene, as they explain their system of compiling Mutual's unique news series for Kaiser-Frazer and Kaiser Steel.

"We want to make the program entertaining, but we never lapse into similes unless they add to the show. We're not just trying to be funny. You can hear exactly the same news anywhere . . . our press services are the same as anybody else's . . . but we like to illustrate what's happening with parables, bits of poetry, philosophy, dialects . . . make the news a real production."

These two very interesting gentle-

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men first appear oddly matched. Bill Greene is a shy, intense, graying and studious man. He has had more than twenty years' experience in journalism; is terrifically traveled and a constant reader. Wendell Noble is dapper, handsome, quite young, chatty, clever. He was Steve Allen's partner in comedy on Mutual's delightful "Smile Time"; he announced the Arch Oboler series; he disc-jockeyed in the late evening hours; and he sang with Buzz Adlam's radio show, before he became, of all things, a newscaster.

Second sight, however, discerns the pair of them as good complements. Wendell's singing voice is pretty great shakes. (He reported the opening of the opera season with a ringing chorus of "Figaro" which is still rating fan mail.) His training and experience in vocal control have given him dramatic timing and inflection. He is an expert on dialects. Bill Greene has a tremendous capacity for research and details, and a real flair for colorful description. Working as a duo, both men create some extremely effective listening.

Rigid Schedule

Work on the program starts at 7:30 a.m. and it takes eight hours

to prepare the broadcast which goes east at 4:30 p.m. Then, the script has to be revised and made timely for the later West Coast "repeat." at 9:45 p.m. The schedule, of course, is even more demanding on Sundays, when KHJ hears the program at 5:45 p.m. Without making any undue boasts, both Greene and Noble assert that this is a stiff routine. "Ordinarily," they surmise, "fifteen minutes of commentary can be turned out in three hours."

For the added touches of literature which liven the program, the pair turn to many sources. They closed the show recently with a forty-five-second recollection of the "Spread of Knowledge" treatise written by Elihu Burritt, "The Learned Blacksmith," more than 100 years ago. The Bible is frequently consulted. Commenting on the Russian Shostakovich-Prokofieff-Khatchaturian music ban, "Newscope" utilized Shakespeare (Henry VIII, Act III): "Ah yes," reflected the program in its own idiom, "this is the state of man. Today he puts forth a brilliant Seventh and the rubles come pouring in. Then comes a frost, a killing frost, and he can't even buy a Fifth."

"Newscope" never takes a side. On the Palestine issue, for instance: "This isn't a question whether the Arabs or Jews or United Nations are right. It's a question whether the United Nations, having by a majority vote decided that something has to be done to keep the world at peace, can now forget self-interest sufficiently to back up that decision. On this hinges a great problem . . . is the United Nations going to become a debating society or is it going to make a genuine effort to keep the peace?"

"Newscope" is now in its second thirteen for the sponsor (and is, as most know, the first coast-to-coast radio which Kaiser-Frazer has bought). Recently, the trades quoted

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A BOUT THE YEAR 1920, a small, black-eyed boy used to wander around the Shuberts' Winter Garden, selling candy abstractedly while he listened to the star of the extravaganzas, Al Jolson. Today this "boy," Lou Bring, conducts the orchestra on Al Jolson's radio show.

The road from candy peddler to music purveyor took twenty years and about that many turns. Louis Bring, native New Yorker, left DeWitt Clinton High School (where he remembers a schoolmate who wrote funny paragraphs in the school paper under the name of Sidney Skolsky) with the firm determination *not* to follow his father's musical footsteps. Lou wanted to be a dentist.

The dark-eyed Mr. Bring, who looks little older today than he did during the time he laughs about, explained, "Leaning toward a dentist's life was what led me farther and farther into music. I had completed my pre-med, but the fees necessary to register at dental college stopped me."

Luckily, Lou's father, a fine musician, had given his son an early start, and right along with the alphabet the boy learned creditable performance on the piano, violin and cello. This enabled Lou to move into the piano spot with the old McAlpin Hotel orchestra.

"The only hitch to that was that I couldn't play piano half the night and learn about molars during the daytime. I decided the smart thing to do would be to go on the road summers with shows, and not work during the winters at all. That would have worked out beautifully except for the fact that each time we brought a show in off the road it closed. About that time I joined the Capitol Theater orchestra, and decided my hundred dollars a week was better than dentistry anyway!"

New York Music

New York's night life at that time,

➡ **HE'S A TRUMPET MAN** in the band, and his name is Charlie Margolis, a name that carries plenty of weight among musicians. Red Nichols is also in the brass section of Lou Bring's orchestra. The trombone section holds a claim to fame, too, in the person of Lou McGarity.



Men of Music

No. 67 of a Series

Lou Bring

By
Jane Pelgram

Personable Lou Bring's Determination Not to Follow His Father's Footsteps Boomeranged!

aside from the society places, seemed designed for musicians. Wandering north from Times Square, the bandmen would congregate to listen to and enjoy each other's company in the innumerable small places that specialized in jazz and the inevitable fried chicken. Lou still speaks admiringly of two of his fellow pianists whose names collectors today find on their records . . . Arthur Schutt and Frank Signorelli.

"Those boys played real piano . . .

➡ **THE GIGANTIC** Sam Weiss and his flying sticks set the beat when the rhythm section of Lou's band is spotlighted. Notice that even Sam's frantic beat hasn't disturbed his cigarette ash. That's known as control.



▲ **LOU BRING LOOKS** hardly old enough to remember the days when Jolson as a young man was wowing 'em at the Winter Garden in old New York. Lou was on the other side of the footlights, selling candy among the audience.

both of them had big hands that could cover a tenth easily without rolling. In those days there was no faking . . . anybody who *couldn't* play tenths stretched their hands till they could, or they didn't play piano with the good musicians!"

The Dorsey brothers list among Lou's good friends today, and he tells a story of Tommy's antics that never fails to set Lou himself to laughing heartily.

"On a particularly solemn occasion, a Mendoza anniversary, Tommy and I were perched among the twenty-five musicians who had left the pit band of a hundred men, and gone on stage. Tommy, being in the brass that was on the upper tiers, was blowing peas out of a tube, hitting the first cellist, two rows below him. The cellist happened to be a hot-headed Russian who finally pulled a plug from his instrument and fired it in Dorsey's direction. Instead, the peg hit the first trumpet man in the mouth. He was a touchy guy too, and let fly with his mute in the general direction of the peg-thrower. There's no telling who got that in the face. Why we all weren't fired is beyond me."

Hollywood Career

When the bright-lights circuit from the Rainbow Grill atop Radio City in New York, to the French Casino and the Stevens Hotel in Chicago, thence

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▲ **HEAD OF PHOTOGRAPHIC DEPARTMENT, Ben Polin,** starts to make up Janet. Polin does not go in for elaborate make-up, prefers simplicity.

Watch the Birdie!

If Radio Stars Have "Good" and "Bad" Sides, Here's the Man Who Can Tell—He Has to Know to Take Their Picture

By Evelyn Bigsby

▲ **CBS's JANET WALDO** arrives at the studio for a sitting, is met by secretary Shirley Alexander. Janet always comes loaded with clothes, has the reputation for being half an hour late to the minute. Lately she turned over a new leaf and is now only fifteen minutes late; still apologetic.

▼ **WHILE JANET** arranges her hair, Polin studies her with possible lens poses in mind. Janet's usual comment is, "My hair! So unruly today!" Having shot more than 500 Waldo pictures, Ben knows Janet as a subject. Newcomers he scrutinizes closely but unobtrusively.



WHEN Hoagy Carmichael was finally persuaded that he should have some new CBS portraits taken, he reluctantly clambered up the iron steps to Columbia Square's penthouse photographic studios, squared his shoulders, nudged open the door and stated defiantly: "Nobody's ever taken a good portrait of me, so hurry up and let's get this over with!"

"Mr. C." was pleasantly surprised with the lens results of photographic boss Ben Polin. Hoagy picked a high percentage of poses and ordered one for his fans. Reproduced with this story, the portrait which he liked so much has been re-ordered and re-ordered to meet the growing requirements of fans.

Hoagy's attitude was not unusual, according to Polin, who observed: "Everyone hates to have pictures taken—at least they say so. They try to convince the photographer they're no good photographically—maybe they want to establish an alibi in case

things don't turn out the way they hope.

"Some people," Ben continued, "have bad-side fixations. 'This is my best side,' they'll tell me. 'Just get this one side.' I try to convince them that by proper lighting, pose, and general composition I can get a good picture on either side. Movie people seem to be more aware of their 'good' and 'bad' sides." Ben is pleased by the fact that most people are willing to re-examine their attitudes, which indicates that he is a diplomat de luxe as well as an expert lensman.

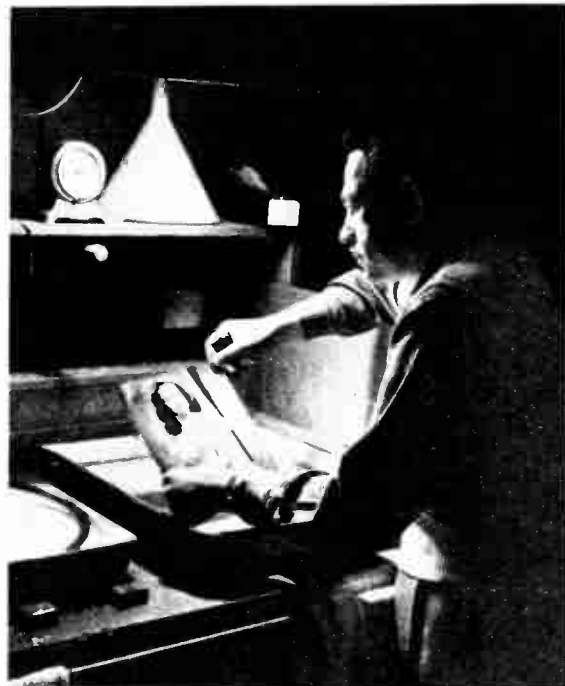
Would-Be "Experts"

At the opposite pole from camera subjects with fixations are the amateur photographers who spend most of the time for their sitting in telling Ben how to shoot the picture. Ben always handles this situation by saying, "Okay, I'll shoot you *your* way and then you can let me shoot you *my* way."

Ben always looks upon shots numbers one and two as "warm-ups,"



➤ **READY FOR THE SITTING.** Polin, who has been in CBS-KNX photographic department for ten years, met Janet when she first started to play small bits at the studio and posed for fashions. Ben does all portrait work.



➤ **ASSISTING POLIN** in taking CBS pictures are Pierce Grant and Eddie Braslaff (above) here working in darkroom. In past decade, department personnel has increased from two to five.

enabling him to study the subject and place him or her at ease. Often, however, when he discounts these poses, they turn out the best. General tension is common during a first posing, as in the case of Ozzie and Harriet, who had difficulty relaxing. But the second time they had a sitting, both they and Ben were at ease, and at the third session, which took place last fall, the whole proceeding was satin-smooth. "Sixty per cent of the pictures were swell," Polin related happily. When we questioned the percentage, he quickly explained that sixty was excellent. "It has run as high as ninety and as low as twenty or thirty," he pointed out. A good portrait, de-

finied by Ben, is "one that looks most like the person when relaxed and natural looking, yet succeeds in avoiding defects."

Movie people, as a general rule, relax more readily in front of the camera, evidence no self-consciousness and are not bothered by lights. Yet some of them are so accustomed to the motion-picture camera that they freeze up when they have to pose.

Ben is smart enough to handle each "customer" individually. When Frank Morgan arrived at the studio for his sitting, Ben didn't try to make him conform to any rules. He felt that he could better catch that famous Morgan facetiousness if he

allowed the actor to be casual, so Ben chatted while he arranged his lights and marked time while Don Ameche and Morgan exchanged jokes. Finding Morgan in rare mood, Ben waited hawklike until the end of a sentence, then caught his picture. "My only problem," he confessed, "was to keep Frank put."

Good Subjects

Art Linkletter combines a nice, relaxed attitude with a concern of how he's going to look. Rosemary De Camp is easy to work with, and
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➤ **MARTHA FOSTER, FULL-TIME RETOUCHER,** here receives a few hints from Polin, who is very particular about retouching and spent a year training Martha. One thing Polin doesn't like is flat-looking noses on finished prints.



➤ **THE FINAL PRODUCT** is a completely natural but completely captivating Janet Waldo portrait.





← **LOU PLACE GIVES** a little advice to commercial men on Red Skelton's NBC show. Left to right: Place; Jack Robinson, who did Raleigh's "Whis-s-h-h!"; Announcer Rod O'Connor; Fred Cole, who does "Willie the Penguin"; and the second announcer, Ned LeFevre. (NBC-Holloway photo.)

Are Plugs Ugly?

Read What a Hollywood Agency Man Has to Say About Air Commercials

By Lou Place

Lou Place, head of the Hollywood office of the Russel M. Seeds Agency and author of the accompanying article, was born and raised in Portland, Oregon, and started in radio in 1928, when he "was just a kid." He'd always had his heart set on going to Annapolis, but when he "flunked his physical," Lou alternately went to sea with the Merchant Marine or took flyers in the entertainment world. At Oregon Tech he also obtained a license as a radio engineer.

One summer he came south and took a dramatics course at U.S.C., then did a little radio. He toured as a "super" with the Ballet Russe, worked at the "Met," played walk-on parts in the Federal Theater at New Orleans for \$90 a month, then when things got tough, joined the "banana navy"—the Mississippi fruit boats. Twice he shipped to the Orient. ("Every time I got broke, I got on a ship.") His career in local radio started in 1939 with KGFJ and KIEV and he subsequently announced on KXLA, KRKI, KMTR, KWKW, KMPC, KFAC, and KNX. He says he is definitely a "pitch" type announcer (as opposed to persuasive).

Just about the time of Pearl Harbor he became a civilian technician assigned to gyroscope instruments. He also started packaging small shows, meanwhile continuing his announcing. (Lou was doing the commercial on the Bomberg program immediately before assuming his executive job with Seeds.) The past two years he has had charge of the Skelton and "People Are Funny" shows, and Eddy Howard's show when it originates on the West Coast. He works seven days a week from 9:45 a.m. to midnight, and on his sketchy time off "bums tickets for radio shows," where he loves to sit in the audience along with Joe and Jane Doaks.

OVER THE PAST twelve years as announcer, writer, producer, and now manager of an advertising agency, I have been involved in the never-ceasing arguments concerning radio commercials.

I believe that competition is the

backbone of the American way of life, that advertising supplies the life-blood of that competition. Because of competitive business, we have an unending race to build better products. Better products make living in America the finest in the world.

Radio advertising has proven itself to be one of the most effective advertising mediums known. Unfortunately, radio advertising has been sorely abused by many. However, many of the so-called "abuses" aren't really abuses at all. Repetition has been called the greatest sin of commercial radio. As an announcer, I discovered that the most effective way to sell over the air was repetition. The longer I talked and the more often I repeated a phone number or the address of the sponsor's store, the more goods the sponsor sold. This doesn't apply only to advertising on the air, however. The printed pages of your daily newspaper or favorite magazine sell their advertised products by repetition just as surely as does radio. Consciously or not, you see that ad over and over again during the course of a day or a week. Billboards do the same thing. Admittedly, this form of repetition doesn't irritate you as much as the same thing on radio. In recent years, listeners have become more conscious of the commercial end of radio along with their more exacting demands for better programs. The majority of advertisers have gradually learned they cannot insult listeners and expect to sell merchandise.

Before I outline what we, as an

agency, are endeavoring to do with our commercials, I would like to point out some rather startling but little-known facts about the cost of a network radio show. When listening to a half-hour radio show, the average person doesn't consider the time, cost and energy of the many people involved in the broadcast. The most popular radio shows cost between \$10,000 and \$15,000 to put on the air. Three thousand dollars is considered a low-budget show. Some cost \$20,000 each week. That is the money required to put the show in front of the microphone. Then the sponsor has to spend around \$15,000 for time on the stations across the country that broadcast the show.

A little quick arithmetic brings up the fact that an advertiser is paying around \$30,000 for a half-hour once a week. It doesn't take too much knowledge of business to realize that he must sell a considerable amount over this to pay for the entertainment which he furnishes. The only way he can get that money back is from goods sold. In the case of a small item where one cent or less represents his profit, it is easy to see that a great many people who listen to his show must buy his product. The NAB (National Association of Broadcasters) has wisely set up a maximum of three minutes for the commercials out of the twenty-nine and one-half minutes of the show. As an advertising agency, our job is to convince the listener in these three minutes that he should go out and buy the cigarettes, candy bars, food, etc. If we fail in this, the businessman can't continue to pay for the show. The first consideration is to build a radio show as entertain-

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↓ **CLOCKING A COMMERCIAL,** Place sits in the control booth with NBC engineer, Art Brearly.



APRIL 25, 1948

RADIO IN REVIEW

NEWS and COMMENT

For Love o' Mike (General Comment)

Rumors Are Flying

Fewer picture names scheduled in guest spots in the coming season—too much for too little. . . . Jerry Colonna is a good bet for his own comedy show next season. . . . "You're on Your Own," new type of quiz in which the contestants quiz each other, will star Ken Niles when it auditions soon. . . . Dick Powell in "The Front Page" is set for ABC. If it fails to draw a summer sponsor it will go sustaining. . . . "Beulah" will be going over to CBS. . . . "Home Sweet Hollywood," starring Bebe Daniels and Ben Lyon, being considered for coast-to-coast sponsorship. . . . The "Comedy Writer's Show" will fill Bing's vacation spot. . . . Jack Benny and Phil Harris will appear in London this summer. . . . Jolson will make the sequel to his hit movie at Columbia. . . . Talullah Bankhead, Fred Allen's old co-star, may have her own radio series come fall. . . . "County Fair" may be heard in the Mark Warnow Borden spot this summer. . . . In the meantime, "Your Song and Mine" with Thomas L. Thomas and Felix Knight, among others, will replace. . . . John Dickson Carr, famed mystery author, is preparing a new chiller series for CBS, titled "Cabin B-13." The action's on an ocean liner. . . . Roseland Theater in Chicago has installed a special oversized theater seat to accommodate Two-Ton Baker! . . . Sweeney and March may be back on the air soon. . . . Jack Paar finally scheduled to make his film debut. He'll play a *serious* role in "Weep No More," starring Joseph Cotten. . . . Raymond Paige and his musical may be the hot weather replacement for Ozzie and Harriet.

Your Cue (Shows You May Like)

"Barrel of Dough"

Bill Leyden, one of the most popular disc jockeys on the Southern California scene, has undergone a considerable metamorphosis since last we heard him on KMPC. At present he's emcee of a KFWE, 10:00 a.m. audience participation program, "Barrel of Dough," heard Monday through Friday. Somewhere in Bill's past experience he must have done this type of show before—he's much too good at it to be brand-new at the game.

Like most other entertainments of this type, somebody takes a question out of something, answers somebody

and gets something because he did—or even if he didn't. What actually happens doesn't seem to be important. What is important is the personality involved. On that basis we'd say that Leyden had a very successful show. His emceeing may have a few rough spots to smooth out—we don't know. We can usually take this sort of thing or leave it alone. Most unusual attribute we've noticed so far about Bill and "Barreling" is that when the emcee goes down to chat with the audience (a really horrifying experience in an inept emcee's day) he is welcomed as a cherished friend. Bill treats his audience as if they were the one group of people he'd choose to be with if he were to be wrecked on a desert island.

Contestants seem to be extraordinarily at ease—not with the affected coyness of the almost professional variety found too often on the network shows, but in the spirit of the program and its professor.

Giveaways on the show and how you go about getting them are rather hectic matters to go into. On the simpler queries, practically everyone in the studio audience seems to come away with arms laden. For more difficult questions, more expensive items are gifted. The Jackpot question, always a stumper, adds more and more prizes each day it goes unanswered. The Jack Jackpot question is the topper. A name is picked out of the phone book and an "Honor Store" in the subject's neighborhood is called. If the person named is in the store at the time of the call, he (or more likely, she) collects the Jack Jackpot dough. This pot started at one thousand dollars. Fifty dollars has been added each day it has gone unclaimed, and at present it's in the neighborhood of fifteen hundred dollars. All this sounds pretty complicated, but if you're looking for an audience-participation show where you stand a chance of winning *something*, this is it. And even if you don't, you'll enjoy the high spirits of Bill Leyden and his helpers, Joe Yocam and Hal Polaire.

DON'T BE A MissDit*



NEXT WEEK

At long last, stories in answer to your requests, fans!

A fine yarn on Jeff Chandler, who weekly enlivens the airing of "Dr. Dana." Handsome Jeff is also on our cover.

We finally buttonholed that "Breakfast Club" man, Don McNeill, and fired a lot of delayed questions at him. See his answers, next week.

You've been begging for stories on two singers — Andy Russell and Buddy Clark. They're in, next week. You'll also find a charming thing on Gracie Allen, the gal who talks nonsense on the air but common sense when she's interviewed. Dave Vaile is our Mikeman . . . Flashbacks zoom merrily on with some more priceless pictures.

A story about the song pluggers' unique system of contacting musicians rounds out this super issue.

Oh, yes, and if you haven't caught up with the time changes on some of your pet programs, try hunting them down in Radio Life.

*She wanted to read it but she missed it.

Playbacks (Critical Comment)

We Point With Pride . . .

. . . To the great improvement in Louella Parsons' delivery, both in voice tone and phrasing, on last Sunday's show. We also think Louella deserves special mention for the way in which she continues to give listeners news on former stars — usually neglected by other commentators as soon as they dim. . . . To movie star Ann Rutherford for being the best contestant ever to set foot on the "Twenty Questions" stage. Ann not only answered her share of subjects, she even beat Florence Rinard to the punch several times. . . . To Basil Rathbone's guest spot on the Fred Allen show last week and to "Senator Claghorn's" monologue on advertising on the same show. Before radio advertising, averred "Claghorn," ". . . all smokers knew what Philip Morris smokers knew and Duz was lyin' around doin' nothin'." . . . To Michael Redgrave's performance on the "Theater Guild" broadcast of "Libel." On a suspenseful, high-tension show, Redgrave gave a sustained emotional

(Continued on Next Page)



KECA mike memos

By VIRGINIA WEST

Here we go again, to coin a phrase . . . We mean the time changes which hit the airplanes again this week . . . At ABC-KECA it's really not so bad . . . There'll be a move up to their original hours on the popular Sunday shows . . . then on Friday nights, starting with the Sheriff, who moves back to his former 6:30 slot, and ending with Famous Jury Trials back in its 9:30 period, all programs will be heard an hour earlier. On the daytime lineup, Monday thru Friday, the Paul Whiteman Record Club resumes its 12:30 p.m. time, with Ethel and Albert back at 1:45, but other important daily airers remain at their usual hours. . . . If you have any trouble locating a favorite show, turn to the daily logs in Radio Life or your daily paper.

An old friend, Edwin C. Hill and his "Human Side of the News," will be back with us in a new series for Kelvinator, over the coast-to-coast net of ABC. To be heard Monday thru Friday on KECA at 6 p.m., Hill will present a five-minute summary of the day's news, followed by Headline Edition at 6:05. Also new this week is the commentary series of Arthur Gaeth, veteran foreign correspondent, writer and lecturer, who launches his program at 9 p.m. Monday on ABC-KECA, for the United Electrical, Radio and Machine Workers of America.

. . . Always a Best Bet . . . 790 . . .

In writing about new shows . . . big network airers . . . and famous stars, one sometimes overlooks a lot of good listening . . . amusing listening . . . among local shows. . . . On KECA, for example, there's "Between Us Girls" which you hear every weekday morning at 11:45 . . . It's a show especially for feminine ears, done by an all masculine cast. . . . Frank Morris writes and produces, and it's voiced by Ralph Langley, with waxes which feature male vocalists only. . . . Then there's that contest for the stay-at-homes, "Quizzicale," which alternates in the 1:30 p.m. period with another quarter-hour of music, dubbed "Miracles in Music." "Quizzicale," heard Monday, Wednesday and Friday, has Doug McKellar as emcee, with Bill Holmes as writer-producer. . . . Here's the smiling countenance of Lou Cook of KECA's announce staff, a man-behind-the-mike whom you hear on Frances Scully's "Star Gazing" show at 3:45, and many other shows. Lou, a golf enthusiast, is KECA's claim to fame on the fairways. . . . Then the torrid tempos of Xavier Cugat and company are now heard twice a day on KECA, Monday thru Friday, under Thrifty Drug Store sponsorship. Cugat melodies enliven the morning at 11:30, and offer danceable rhythms at 10 in the evening. . . . You see what we mean . . . the day's just full of good listening fare, be it network or local.

The hands of your clock turn to crime every Saturday night at 9 . . . for then it is that KECA brings you that double-barreled thrill hour . . . "Gangbusters" and "Murder and Mr. Malone." This twosome offers armchair sleuths a racket-busting hour to test their detective powers. . . . Here's Frank Lovejoy,



Frank Lovejoy

who plays John J. Malone, criminal lawyer and fictional brainchild of Craig Rice. . . . "Gangbusters" is one of the originals among radio crime dramas, having been conceived by writer-producer Phillips H. Lord in 1936. Scripts are based on actual case histories, stories of criminals who have been caught and punished by the law. After 12 years on the air, the cast and audience alike find each story an exciting adventure. . . . ABC's "The Greatest Story Ever Told" gathered another honor recently. . . . This time from the National Radio Awards Committee of City College of New York for "the outstanding radio program created and broadcast for the first time in 1947." . . . Have you heard the new "Speak Up America" broadcast? It's a combination of man-in-the-street and expert opinion on some topic of the day, in

an enlightening quarter-hour with John B. Kennedy, KECA Sunday afternoons . . . now 1 o'clock. . . . Always a Best Bet . . . 790 . . .

—Advertisement

Radio in Review

(Continued from Preceding Page)

portrayal that managed to be effective without sounding "actorish." . . . To John Nesbitt's intriguing stories on his "Passing Parade." Every broadcast of the five evenings a week, Nesbitt never fails to supply top entertainment.

We View With Alarm

. . . The fact that "Stop the Music" has managed to select such a hauntingly familiar Mystery Tune that we can't get it out of our head—can't remember the name. Please, somebody guess it! . . . The performances and script on the recent "Studio One" presentation of "The Glass Key." We've always admired author Dashiell Hammett's stories and leading lady Elissa Landi's talents, but this show nearly disenchanted us. . . . The approach of April the twenty-fifth! Another time-change jumble will hit radio when the East follows us on daylight-saving time. Let's hope it turns out to be a minor jumble! . . . To the "professional contestants" who scream their lungs out at Wes Battersea on "Free for All." This is an extremely pleasant show and it deserves better treatment from its audience.

On Mike (About Studio Happenings)

On Mike—Or Almost

If you were one of the millions who tuned in to hear Charlie McCarthy last week and got Joe Enos and piano music instead — here's the explanation:

The Edgar Bergen troupe intended to broadcast from Bridges Auditorium in Claremont, California, on April 11, and they almost did. Unfortunately the circuit set up for the remote was torn down by workmen repairing the equipment. The show was broadcast, all right, but only to those in the auditorium.

When technicians failed to receive the show in NBC Hollywood, the handiest musician was nabbed and put on the air. He happened to be Louella Parsons' organist, Joe Enos, who grabbed a handful of keys and launched into "Smoke Gets in Your Eyes."

"I wasn't nervous," insists musician Enos. "I just sat down and played what popped into my head. If someone had said, 'Go out and play for twenty-five million people,' I would have been scared to death." When Enos had to report to the Parsons show after fifteen minutes of solo, New York pianist Nicholas Tagg took over the tune, "Bess You Is My Woman," in the same key and continued playing.

The Bergen broadcast you missed will be repeated on May 2. Spokesmen say it will not be broadcast from Claremont.

Joe Enos says, "It's a good thing I play by ear."



Lurene Tuttle

LURENE TUTTLE is often considered to be radio's most versatile actress. On "The Adventures of Sam Spade" (KNX, Sunday evening, at 9:00) she plays Spade's girlishly charming secretary, Effie — then, with barely enough time for one breath, she switches to the part of Sam's landlady, a toothless old crone. Later, she sometimes portrays a slinky international spy. Then, to top off the evening, she may appear as a society matron — or a loveable grandmother.



Bob Crosby

BOB CROSBY had little of his present nonchalance when he launched his professional career. At thirteen he appeared on an amateur show — just long enough to hear the orchestra play five introductions for him before he gave up and fled in terror. Now, as the easy going, easy-to-listen-to host of "Club Fifteen," Bob is heard over KNX each evening, Monday through Friday, at 9:30.



Don Ameche

DON AMECHE adds to the hilarity of "The Old Gold Show" by appearing in the sketch featuring Mr. Bickerson, the henpecked husband. But his real life has nothing in common with the part. The Ameches are known as one of the happiest couples in Hollywood and they have one of the largest families — four sons and two daughters. "The Old Gold Show" is broadcast over KNX each Friday evening at 6:00.



Charles Collingwood

CHARLES COLLINGWOOD is a former Rhodes Scholar turned newsman. During the late war he left Oxford to cover the African campaign. He was first to report the fall of Tunis. First to broadcast news of the assassination of Admiral Darlan. And first to wire-record the D-Day landing on the Normandy beaches. His newscast on KNX (Monday through Saturday, 5:30 to 5:45 P. M.) is first with much of the news that is especially important to Western listeners.



KNX



1070 ON YOUR DIAL

RECORD NOTES TO YOU

BY ANDY MANSFIELD

- 1 note—fair
- 2 notes—pleasing
- 3. notes—very good
- Chord in G—tops

KWKW, 3:30 p.m. Monday through Friday.



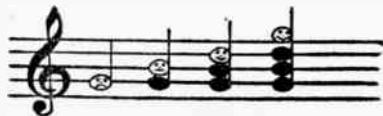
ALBUM OF THE WEEK: Tops in musical satire is the four-sided album "Brooklyn Baseball Cantata," featuring the voice of Robert Merrill with the Russ Case Orchestra and chorus. . . . Opus describes the dream of every Brooklynite—dem Bums defeatin' de Yanks. . . . Among the humorous situations are those concerning the umpire and the pinch-hitter's girl friend singing her encouragement from the grandstand . . . and whether you're a baseball fan or not, here's a four-base hit in any league and a Chord in G to RCA-Victor!

INSTRUMENTAL OF THE WEEK: The eight sides comprising "Piano Rhythms" feature some of the best Count Basie keynoting in many a moon. . . . Here's the Count at his best, with his rhythm and instrumentalists showcasing excellent piano and Hammond organ work of Basie's agile fingers. . . . Selections are Basie originals and rhythm standards, with "Back-Stage at Stuff's" and "Basie's Basement" the standouts for a top Chord in G. (RCA-Victor).

NOVELTY OF THE WEEK: From the sound-track of the Academy Award-winner, "Bill and Co," here is the musical score with added narration by Elizabeth Walters. . . . Strictly for youngsters (from six to sixty), it's the story of life in Chirpendale, the birds' Paradise. . . . You'll appreciate the album more if you've seen the picture, but it's still a three-noter on its own merit. (Mercury Album).

MALE VOCAL OF THE WEEK: Add another pair to Bing Crosby's ever-growing list of hits in "Laroo, Laroo, Lill Bolero" and "The Story of Sorrento," both with the Ken Darby Choir and Victor Young's Orchestra. . . . Tunes are in the ballad style, and Bing never sounded more relaxed . . . nor have we ever listened to a better three-noter. (Decca).

GIRL VOCAL OF THE WEEK: Beryl Davis's sultry work on "Spring in December" is easy to listen to, but the rhythmic novelty "I Wanna" is the side that will sell Davis to many new fans. . . . Cute lyrics and Beryl's individual song-styling helped ease this one into the three-note department. (RCA-Victor).



Page Twelve

MIKESIDE

with Betty Ann Hudson

Sports—a major activity of many Southland residents—is also a major broadcast activity of KMPC. Currently listed on the KMPC roster is Sports Director Bob Kelley's broadcast of the Los Angeles Angels series. A member of the Pacific Coast League, the Los Angeles Angels tour the West Coast to meet their rivals and Bob accompanies them to cover the play-by-play description, both at home and on-the-road. Games are aired six times weekly: Tuesday through Friday at 8:10 p.m.; Saturdays at 2:30 p.m., and Sundays at 1:30 p.m. With a heavy schedule of on-the-road games, Bob will have little time in the next few months to spend with his wife, Betty, and young sons, Timmy and Robbie, in their new hill-top home in the Valley.



Bob Kelley

Returned to the KMPC sportscast schedule is Hal Berger and his Major League baseball re-creations aired each week-day from 1:00 to 2:00 p.m. Hal is a pioneer in this field and more than thirteen years ago instituted his unusual radio talent in Chicago. Except for a stint with the Army during the past war, Hal has consistently conducted this program. This is one of the most popular of sport shows on KMPC, and each Friday afternoon Hal invites his listeners to actively participate. Incidentally, every effort is made to duplicate an actual baseball game.

One of the most widely-known sports features on KMPC is Joe Hernandez' coverage of races from the major California tracks. Program is aired at 6:30 p.m., Monday through Saturday. Joe is now re-creating the races from the Bay Meadows track, but during the year is heard from Santa Anita, Hollywood Park, Del Mar, Pacific Turf. When not covering the races for his KMPC fans, Joe concentrates much of his time on building up his horse-racing library, generally conceded as one of the best in the area.

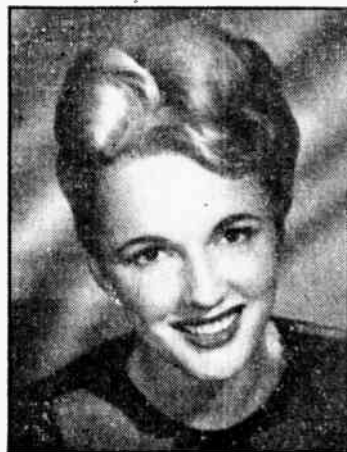
One of the station's most popular women's participation programs is "Women Are Wonderful—and they are" says Eddie Stanley, emcee of the pro-

gram broadcast Monday through Friday from 12:00 noon to 12:30 p.m. Three days a week the show originates at the Vagabond's House on Wilshire Boulevard and the participants are guests at lunch, compliments of "Women Are Wonderful," and also compete for the merchandise and cash prizes. Women's clubs groups—of which there are 700 in this area—are the especially-invited guests. Tickets are available by writing "Women Are Wonderful," KMPC. Tuesday and Thursday broadcasts emanate from the studios and consist of a telephone quiz conducted by Eddie and his assistant, Tom Dixon, so that listeners unable to attend the broadcast may compete for the lavish array of prizes. Program is produced by John Wiley.



Tom Dixon & Eddie Stanley

In the past ten months, attractive Jeanne Gray has created an impressive listening audience for her "Woman's Voice" program aired Monday, Wednesday and Friday from 4:15 to 4:30 p.m. Many of the Southland's and the nation's prominent women have visited Jeanne during her broadcasts . . . Iika Chase—Frances Langford—Mrs. Valley Knudsen—Glad Hall Jones—Mrs. Elizabeth McManus—Kay Proctor—Mary Webb Davis—Mrs. Fletcher Bowron and a host of other professional, civic and social personalities. Jeanne has not restricted her broadcasts to women and their activities, but has introduced such outstanding men as William Jeffers—Atwater Kent—Francis Lederer and others. Jeanne is now in New York interviewing many of the East Coast's leading femmes for re-broadcast upon her return.



Jeanne Gray

the supervision of Benny Lagasse, KMPC's musical director.

At Deadline: KMPC was recently commended by the Helms Athletic Foundation for its contribution and coverage of sports. . . . When the advertising women of Southern California meet at the Hollywood Roosevelt, April 28, to announce the winners of the Los Angeles Advertising Women's annual "Frances Holmes" award, KMPC will record the proceedings for broadcast at 10:30 p.m. that evening. . . . Watch the "Three Alarm" boys, Frank Graham and Van Des Autels, become one of the largest outfits in the business—their "Three Alarm" show is now heard in more than twenty cities in the nation. . . . That smooth musical contingent heard on "Teen and Twenty Time" each Friday afternoon is under —Advertisement

Radio Lifelines

By Evelyn Bigsby



WE WALKED THE PLANK the other morning—several of 'em to be accurate—when prowling through the big hunk of steel, concrete, celotex, and lumber rapidly taking shape as Mutual-Don Lee's \$3,000,000 home. Construction is humming at the block-big building fronting Vine Street between Fountain and Homewood Avenues, a stone's throw south of Sunset and Vine.

Headman **Lewis Allen Weiss** had hoped to move into the network's new headquarters in time for the National Association of Broadcasters' convention in mid-May. But there's still a whale of a job to be finished and the September 1 occupancy date ought to be just comfortable.

Mutual will have a sweet set-up with four big audience studios (350 capacity), four non-audience studios, and several smaller ones housed in the four-story edifice.

ONE OF THE MOST INTERESTING SPOTS right now is the foyer, where artist Robert Sinnott and his wife have begun the impressionistic mural on radio which occupies a space 13 by 26 on the north wall. They were just starting to sketch roughly on the linen background. It'll take a month to complete the mural. A wood mural depicting a map of the Don Lee network will occupy the west wall.

Sinnott has had charge of the color schemes in the studios and we've never seen anything like them. The one studio most nearly finished had walls blending from deep blue in the back of the auditorium, through greens, limes, and grays to coral on the immense stage (2600 square feet) and lavender in the control and client's booths. The effect is really startlingly different.

Most finished space in the structure is master control, on which engineers have been working for two years. "Doc" Bennett, veteran radio engineer, is spending all his time now at the new place, supervising completion of the installation. The master control board is 10 by 32 feet, weighs twelve tons, and has 75,000 soldered connections. "Just like fine embroidery," "Doc" explained. "All laced by hand," he added as he threw the innards of the board open to our mercilessly curious gaze.

AS MANY AS 435 WORKMEN have labored per day on this giant project of completing Mutual-Don Lee's new home, for which ground was broken about a year ago. General superintendent **Jack Ogden** advised that it was "the most complicated thing I've built. Each studio is like a neighborhood theater."

"Remind me to tell you about the polycylindrical diffusers," interpolated **Mark Finley**, who was conducting our one-woman tour. Eventually we plodded all the way up precariously un-

finished steps to the pent-house on the fourth floor, where there's to be living accommodations for visiting executives. Passing the Board of Directors room, we had to hear the real story about the furniture truck that backed up to the front of the building last week. In it was a twenty-five-foot table. Everyone was thrown into mad confusion when the delivery men asked where the tables should be placed. Someone started to check some of the 200 contractors working on the job and it finally developed that the table was from Barker Brothers, which had taken an order for its delivery two years ago and was kicking through, right on schedule. Mr. Ogden sent it back to wait for awhile.



LET'S SEE NOW

Much to-do ensued before a recent airing of ABC's "Star Time" when it became apparent that announcer Jay Jackson was saying "eether" while Dorothy Kilgallen said "eyether." A compromise established Jay's pronunciation for that program, and Dorothy's for the next, ad infinitum. Should have worked out well, except that in the confusion of actual broadcasting, Dorothy switched to "eether" while Jay kept saying "eyether."



**THRILLING
DRAMA!**

SUNDAY at 3:00

A B C NETWORK

CALIFORNIA MEDICAL ASSN.

Contests and Offers

"JO STAFFORD PRIZE IN AMERICAN FOLKLORE"—Again this year, Miss Stafford will award her \$250 prize to the college student presenting the best collection of American folklore, gathered from primary sources, written in publishable form and submitted as a piece of original research. Entries should be in the hands of Dr. Erminie W. Voegelin, American Folklore Society president, Indiana University, Bloomington, Indiana, by December 15. Manuscripts must be accompanied by a letter stating when, where and how the material was collected and a list of scholarly assistance, such as bibliographical information. Miss Stafford's interest in folklore derives from a family background in the Great Smoky Mountains of Tennessee and from a first-hand knowledge of the folklore and popular traditions of the hill folk.

"VOX POP," KECA, Wednesdays—For a free booklet on escorted tours of Europe, ask your local travel agent and any American Express office or write American Express, 65 Broadway, New York 6.

"WALTER WINCHELL," KECA, 6:00 p.m., and KHJ, 8:30 p.m. Sunday—For a copy of "Survival in the Air Age" send seventy-five cents to the Government Printing Office, Washington, D. C.

"LAND OF THE LOST," KECA, Saturdays—An extra-special grand prize will be given on the first program of each month to the "pollywog" who has written the most outstanding letter received during the month. Address: "Land of the Lost," American Broadcasting Company, New York 20, New York.



FANCY KNICK-KNACK

Meredith Willson has received a tiny silver engine and tender desk set from the Chicago and Northwestern Railroad, in appreciation of his new "Railroad Polka," now in the hands of publishers and to be featured at Chicago's rail centennial in July.

\$5000⁰⁰ IN PRIZES
"WHAT AM I?"
CONTEST

TUNE

**"HOLLYWOOD
BANDSTAND"**

Maurice Hart 11-11:15 a.m.

Bill Anson 2- 2:15 p.m.

MONDAY THRU SAT.

**KFWB DIAL
980**

Sponsored by

**VENUS FOODS
PRIZES EVERY WEEK**

DON LEE Dial Lines

**IMPORTANT NEWS:
THERE'LL BE A**



ON APRIL 25

**ALL PROGRAMS
OF THE
MUTUAL-DON LEE
NETWORK
IN CALIFORNIA
EXCEPT FROM
6 to 8 A.M.
WEEKDAYS
WILL BE HEARD
1 HOUR EARLIER**

**AT THEIR
REGULAR TIMES.**

heard over

.....930.....

**and other stations of the
Mutual-DON LEE NETWORK**

Precasts & Previews

TIME CHANGES

Monday, April 26—"Playmakers of the Air," KFOX (Long Beach) 10:00 p.m. (30 min.) The community radio workshop presents its series one-half hour later. Was on KFOX at 9:30 p.m. Mondays.

Friday, April 30—"Flightcast," KFOX (Long Beach) 8:45 p.m. (15 min.) Oak Smith's aviation-news program shifts from its previous KFOX time, 9:45 p.m. Fridays.

WHAT'S NEW

Mystery

Sunday, April 25—"I Love Adventure," KECA, 4:00 p.m. (30 min.) As an answer to the many who have requested return of his "I Love A Mystery" series, Carlton E. Morse presents this new show starring Mike Raffetto and Barton Yarborough.

★

Commentary

Monday, April 26—"The Human Side of the News," KECA, 6:00 p.m. (5 min.) Edwin C. Hill will dramatically narrate this new Monday-through-Friday series.

Monday, April 26 — Arthur Gaeth, KECA, 9:00 p.m. (15 min.) In addition to his analyses of important news trends, Gaeth will highlight his new weekly quarter-hour with interviews of persons in the headlines.

Monday, April 26—Fleetwood Lawton, KHJ, 9:15 p.m. (15 min.) Another station is added to Mr. Lawton's present daily KFI and KMPC schedule. He will be heard now over KHJ in this period Monday through Friday.

Tuesday, April 27—"Washington Date Line," KECA, 8:00 p.m. (15 min.) Frank Rogers relays this weekly quarter-hour report of important discussions at Capitol Hill.

★

Participation

Saturday, April 24—"Take a Number," KHJ, 7:00 p.m. (30 min.) Studio contestants will be given first chances to answer the questions corresponding to the numbers they have selected. Should they fail to give correct answers, prizes will be mailed to those submitting the questions, and duplicate prizes added to the giant jackpot. Both audience and at-home listeners will have a chance at the final jackpot take. Bob Shepard is emcee.

★

Juvenile

Wednesday, April 28—"Children To-

day," KFOX (Long Beach), 5:45 p.m. (15 min.) A selected group of young people will be chosen each week to discuss problems concerning themselves put to them by others of their own age. Thomas Winters produces the series.

★

Sports

Monday, April 26 — "Western Sports Round-Up," KMPC, 8:25 a.m. (5 min.) This new "shorty" sports-review series is heard Monday through Saturday.

Monday, April 26 — Baseball Re-creations, KMPC, 1:00 p.m. (1 hr.) Hal Berger will do this afternoon coverage of major-league games Monday through Friday, with an audience-participation feature each Friday afternoon.

★

WHAT'S BACK

News

Sunday, April 25 — "Richfield Reporter," KFI, 10:00 p.m. (15 min.) For the benefit of inquirers, "The Reporter" is now back at his Sunday-through-Friday spot after a short absence.

★

WHO'S GUESTING

Drama

Sunday, April 25 — "Hollywood Star Preview," KFI, 8:00 p.m. (30 min.) Adolphe Menjou introduces film newcomer Don Taylor in his radio drama debut.

★

Comedy

Tuesday, April 27 — Bob Hope Show, KFI, 7:00 p.m. (30 min.) Jimmy Durante and Marlon Hutton (Betty's sister) will guest with Bob at a show from the Olive Recreation Center in Burbank.

Wednesday, April 28—Jimmy Durante Show, KFI, 7:30 p.m. (30 min.) Lucille Ball, one of every radio show's favorite guests, drops in again on "The Schnozz."

★

Music

Monday, April 26—"Sound Off!" KECA, 8:30 p.m. (30 min.) Jeannie McKeon will be guest soloist with Mark Warnow's show.

Monday, April 26—"The Telephone Hour," KFI, 9:00 p.m. (30 min.) The voice of Maggie Teyte will follow Donald Voorhees' weekly guest introduction.

★

Participation

Wednesday, April 28 — "Women Are

Wonderful," KMPC, 12:00 noon (30 min.) Competing for prizes this broadcast will be members of the Hollywood Y.W.C.A. and the Bethel No. 75 Mother's Group.

Saturday, May 1—"Keep Up With the Kids," KHJ, 6:30 p.m. (30 min.) Guesting on Benay Venuta's parents-vs.-the-kids quiz will be Pat O'Brien and his six-year-old son, Terry.

★
WHAT'S PLAYING

Drama

Sunday, April 25—"Ford Theatre," KFI, 2:00 p.m. (1 hr.) "Personal Appearance," the exhilarating story of a screen star's extended visit with a small-town family, will be dramatized.

Sunday, April 25—"Greatest Story Ever Told," KECA, 3:30 p.m. (30 min.) "Beersheba," the story of Abraham's well, which is mentioned in Genesis as the work of Abraham and Isaac.

Monday, April 26—"Lux Radio Theatre," KNX, 6:00 p.m. (1 hr.) "Dear Ruth" will feature a cast including Joan Caulfield, William Holden and Billy deWolfe.

Thursday, April 29—"Family Theatre," KHJ, 7:00 p.m. (30 min.) "Their Only Son," an original play by Lenore Bigger, will co-star Lon McAllister and Joan Carroll. Gary Cooper will be host.

★
Music

Monday, April 26—"Musical Digest," KGFJ, 6:00 p.m. (2 hrs.) Bellini's "Norma Overture." Tuesday, Beethoven's "Scherzo and Adagio"; Wednesday, the Roussel "Petite Suite"; Thursday, the ballet music from "Faust"; Friday, Bellini's "Norma."

★
Forum

Saturday, April 24—"Northwestern Reviewing Stand," KHJ, 3:00 p.m. (30 min.) Topic, "The Italian Election, What Does It Mean to Us?" Irving Pflaum and Ernest DeMaio will guest.

Sunday, April 25—"Invitation to Learning," KNX, 9:00 a.m. (30 min.) A literary study of Christianity and paganism will be made by the panel

(Please Turn to Page 32)

**Men of Music:
Lou Bring**

(Continued from Page 5)

on to Hollywood, carried Lou west, he brought with him friendships and admirations he's never forgotten. Today his band lists Red Nichols of the hot horn and Five Pennies fame, Lou McGarity and his famous trombone, Charlie Margolis on lead trumpet, and Sammy Weiss on drums.

Lou's local radio assignments have seen him as western recording direc-

tor for RCA, as conductor of Gene Autry's orchestra, leading Gracie Fields' show music, and for two seasons in charge of the music for the Elgin twice-yearly parade of stars. But when the young Bring's name came up as a possible leader for the Al Jolson show, wise agency heads nodded agreement that he was too young. Still, they also agreed that the enterprising musician had too good a musical background and reputation to be overlooked. He was hired, and clever Lou's first step was to get up a brochure of more than six hundred songs, cross-referenced by composer and title, and made up of all the standards Al Jolson sings on his shows. Al was immediately taken by Lou's arrangements and foresight, and today won't allow any orchestra other than Lou Bring's to accompany him, save when the ethics of exchange visits on other shows forbid dragging Lou's whole aggregation along.

Bring's enthusiasm for his big band isn't immodest. "I think I have a great band . . . no cousins, no relatives, just a good strong band. And the boys like and respect one another. That's a big thing."

Aside from the cream of jazzdom that spots the band, Nichols, McGarity, Weiss and Margolis, maestro Bring has Mischa Russell as concert master. The six brass, five saxes and full rhythm section, and the ten strings, two violas and two cellos are never pitted against each other. The strings and winds are used on the more melodic things Jolson sings, while the brass is featured when Al revives vaudeville with "Toot-toot-tootsie" or "Swanee."

Lou Bring has four good reasons for being glad he made a career of music instead of the less remunerative dentistry. The reasons are Frances Hunt Bring and three children, Bobby, Harry and Judy Lou.

Lou's two hobbies are photography and the collecting of records and original music scores. His favorite composers are Delius, Ravel and Debussy, but he's as fond of good jazz, having been in on the making of this music, as he is of the classics. Of all records, Lou will unhesitatingly pick as his favorite the old Benny Goodman disc of "Goodnight, My Love." The vocalist at that time was one Frances Hunt, now Mrs. Bring.

The News in Parables

(Continued from Page 4)

the show's Neilson in the East as higher than Fulton Lewis, jr.'s.

Noble and Greene are fairly meditative about these huzzahs of acceptance. "The principle of the program is very simple," they explain. "Each item is a springboard. You know how it goes when you take part in a conversation . . . somebody says something and you think 'That reminds me . . .'" In writing the news, there's such a wide variety of things to be reminded about.

"No man is a completely brilliant

man. And just to make sure, we never write a program without a big map, an encyclopedia and a World Almanac."

Watch the Birdie!

(Continued from Page 7)

Janet Waldo is one of Ben's favorite subjects. She is cooperative, she is young and requires the minimum of retouching. He has known her ever since she started her air career at CBS and estimates that he has taken about 550 Janet Waldo pictures and has learned how to minimize her less photogenic qualities.

From the moment a prospective subject sets foot in his studio, Polin studies his "victim." Men, who usually walk in combed and ready to go, afford less opportunity than the lady folks who primp and powder. Although Ben may seem to be carrying on a very superficial conversation with a patron, he is actually observing her face structure and figure and is working out the best posing and lighting. The first time he has a sitting with a large person, Polin "comes in close," or shoots so the body is not shown much. When the subject has broad shoulders and small head, the same "shooting close" formula is followed to keep the head

(Please Turn to Page 39)

BASEBALL

Today

**FOLLOW THE ANGELS
WITH BOB KELLEY**

WEEKDAYS 8:10 PM
(Except Monday)
SATURDAY 2:30 PM
SUNDAY 1:30 PM

KMPC
*Players' Choice
Dial 710

- KNX—Pueblo Serenade.
- KGER—Long Beach Band.
- KGJ—Anybody's Hit Parade.
- KFI—Jan Garber Orch.
- KFAC—Concert Favorites.
- KFOX—Good News.
- KFWB—Good Holiday.
- KFWB—Scrapbook.
- KLAC—Baseball.
- KMPC—Baseball.
- KOWL—Musical Bouquet.
- KWIK—Pop Concert.
- KRKD—Melodies in Wax.
- KWKW—Hoyos Hour.
- KXLA—Pleasure Time.
- 2:15—KNX—Here's to You.
- KFWB—Strolling Tom.
- KOWL—Longines Musicale.
- 2:30—KECA, KFMB—Counterspy.
- KHJ, KFXM, KGB, KVOE—Quick as a Flash.
- KNX, KSDJ—Hour of Charm.
- KFOX—Gospel Harbor Light.
- KFWB—Junior Symphony.
- *KGER, KWIK—News.
- KGJ—Musical Horizons.
- KIEV—Jimmy and Wally.
- KOWL—Symphony Hall.
- KXLA—Western Forum.
- 2:40—KGER—Long Beach Band.
- 2:45—KWIK—Penthouse Serenade.
- KWKW—Don Pancho Hour.
- 3—KECA, KFMB—California Caravan.
- KFI—Catholic Hour.
- KHJ, KFXM, KGB, KVOE—Those Websters.
- KNX—Family Hour.
- KFAC—Stage Melodies.
- KFOX—Rev. Earl Ivis.
- KFWB—Singin' Sam.
- KFWB—Gospel and Song.
- KGJ—Unlert Session.
- KGJ—Mask and Mike Club.
- KLAC—Baseball.
- KMPC—Baseball.
- *KOWL—Bay City News.
- KWIK—Church of the Air.
- KWKW—Don Pancho Hour.

Learn RADIO BROADCASTING

Men & Women

(Veterans and Non-Veterans)
 Frederick H. Speare, well-known producer and trainer of radio personalities, invites you to audition for professional training. Prepare now for a career in radio and television as an actor, announcer, emcee, etc., with expert instruction. Students get actual air experience on "CAREER THEATER," every Sunday, 3 to 3:30 P.M., Station KXLA (1110 kc.). Phone, write or stop in for frank discussion. FREE RECORDED Audition. Approved for Veterans. Free placement.



FREDERICK H. SPEARE
 "The West's Outstanding Radio School"
 6671 Sunset Blvd.
 HO-2325, Studio 1591
KXLA—Speare Career Theater.
 3:05—KGER—Lutheran Church.
 3:15—KFWB—Dream Time.
 KFWB—Call of the Orient.
 KOWL—Irving Fisher, Piano.
 KNX, KSDJ—Here's to You.
 3:30—KECA, KFMB—Greatest Story Ever Told.
 *KFI—News.
 KHJ, KFXM, KGB, KVOE—Nick Carter.
 KNX, KSDJ—Pause That Refreshes.
 KGER—Missionary Society.
 KGJ—Record Rhapsody.
 KGJ—Matinee Melodies.
 KFOX—Pentecostal Church.
 KFVD—Hank, the Night Watchman.
 KFWB—Think and Grow Rich

*KMPF—News and Sports.
 KOWL—Then and Now.
 *KWIK—News Music.
 KWKW—Festival Mexicano.
 KXLA—Challenge to Youth.
 3:45—KFI—Melody Parade.
 KOWL—Inside Hollywood.
 4—KECA, KFMB—I Love Adventure.
 KFI, KFSJ—Jack Benny.
 KHJ, KGB—Sherlock Holmes.
 KNX, KSDJ—Gene Autry.
 KFAC—Musical Masterpieces.
 KFOX—Sunshine Mission.
 KFWB—Old Fashioned Revival.
 KGER—Old Fashioned Revival
 KGJ—Hawaiian Serenade.
 KGJ—Matinee Melodies.

- KFVD—Hank the Night Watchman.
- *KIEV—News.
- KLAC, KMPC—Baseball.
- KOWL—Harmony Isle.
- KPPC—Church Choir.
- KWIK—Sunshine Mission.
- KWKW—Festival Mexicano.
- KXLA—Sunday Serenade.
- 4:15—KOWL—Lutheran Hour.
- KRKD—Tunes of the Day.
- 4:30—KECA—The Clock.
- KFI, KFSJ—Phil Harris and Alice Faye.
- KHJ—Golden Hour.
- KNX—Reserve.
- *KGER, KWIK—News.
- KGJ—Here's to Veterans.
- KFOX—Wings of Healing.
- KRKD—Kingdom Within.
- KWKW—Italian Melodies.
- KXLA—Labor Arbitration.
- 4:45—KGJ—Public Messenger.
- KFVD—Banner Program.
- KOWL—Kostelanetz.
- KWIK—Toastmaster's Time.
- 5—KECA, KFMB—Stop the Music
- KFI, KFSJ—Charlie McCarthy Show.
- KHJ—Golden Hour.
- KNX—Reserve.
- KFAC—Bowlers' Sportscast.
- KFOX—Evangelist Hogan.
- KFVD—Contrasts on Wax.
- KFWB—Voice of Calvary.
- *KGER, KGIH—News.
- KGJ—Public Messenger.
- KLAC—Baseball.
- KMPC—Musical Holiday.
- KOWL—Italian Melodies.
- KRKD—Tunes of the Day.
- KWIK—Youth for Christ.
- KWKW—Voice of China.
- KXLA—Labor Arbitration.
- 5:05—KGER—Bible Treasury Hour.
- 5:15—KFAC—Twilight Vespers.
- KFVD—Lifelines.
- KGJ—Valley Vespers.
- KWKW—Marine Story.
- 5:30—KFI, KFSJ—Fred Allen.
- KHJ, KGB—Jimmy Fidler.
- KNX—Dr. Dana.
- KGER—Church of the Air.
- *KGJ—News.
- KGJ—Public Service.
- KFOX—Music.
- KFWB—Sweet Music.
- KPPC—Drama.
- KRKD—Floyd B. Johnson.
- *KWIK—News Music.
- KWKW—Italian Program.
- KXLA—Lincoln Ave. Church.
- 5:45—KHJ, KFXM, KGB—Newscap.
- KGJ—Keyboard Magic.
- KGJ—Madriguera Orch.
- KWIK—Songs Mother Taught Me.
- 5:55—KNX—Ned Calmer.
- 6—KECA, KFMB—Walter Winchell.
- KFI, KFSJ—Manhattan Merry-Go-Round.
- KHJ, KFXM, KGB, KVOE—Meet Me at Parky's.
- KNX—Romance of the Ranchos.
- KFAC—Masterworks of Music.
- *KFOX, KFWB, KGER, KXLA—News.
- KFVD—Hits and Misses.
- KGB—Mediation Board.
- KGJ—American Heritage.
- KGJ—Date With a Disc.
- KMPC—Know Your Schools.
- KOWL—Italian Program.
- KRKD—Waltz Time.
- KWIK—Proudly We Hall.
- KWKW—Sunday Salon.
- 6:05—KGER—Harbor Forum.
- 6:10—KFOX—Favorite Hymns.
- 6:15—KECA, KFMB—Lonella Parsons.
- KMPC—Mayor Bowron.
- KFWB—Adventures in Knowledge.
- KFVD—Supper Song.
- KXLA—Red Cross.
- 6:30—KECA, KFMB—Theater Guild.
- KFI, KFSJ—American Album
- KHJ, KFXM, KGB, KVOE—Jim Backus Show.

Melodies America Loves

MALE QUARTET CONCERT ORCHESTRA
 Earl Towner, Director
 KNX—Sunday—6:30 P.M.

INGLEWOOD PARK CEMETERY ASS'N

- KNX—Melodies America Loves
- KFOX—Hal's Memory Boxes
- KFVD—Drifting on a Cloud.
- KFWB—Gospel and Song.
- KGER—Lutheran League.
- KLAC—Auto Races.
- KMPC—Mother's Album.
- *KOWL, KWIK—News.

- KRKD—Grace Melodies.
- KVOE—Rev. Johnson.
- KXLA—Lutheran Gospel Hr.
- 6:45—KFVD—Talent for Sale.
- KMPC—Know Your FBI.
- KOWL—Hymns.
- KWIK—Treasure Chest.
- 6:55—KFAAC—News.
- 7—KECA, KFMB—Theater Guild.
- KFI, KFSJ—Take It or Leave It.
- *KHJ, KFXM, KGB, KVOE—Behind the Front Page.
- KNX—Shorty Bell.
- KFAC—Your Concert.
- KFOX—Full Gospel Assembly.
- KFWB—Union Rescue Mission
- *KGER, KGJ—News.
- KGJ—Overture to Evening.
- KLAC—Hit Tunes.
- KMPC—Pet Exchange.
- KWIK—Oxy Players.
- KWKW—Proudly We Hall.
- KXLA—National Voice.
- 7:15—KGJ—Manager Speaks.
- KXLA—Life and Health.
- KMPC—Freddy Martin Orch.
- KWIK—Music by Martin.
- 7:30—KECA, KFMB—Jimmy Fidler.
- KFI, KFSJ—Horace Heidt Show.
- KHJ, KVOE—Quiz of Two Cities.
- KNX, KSDJ—Strike It Rich.
- KFOX—The King's Service.
- KGER—Night in the Valley.
- KGJ—Treasure Chest.
- *KFWB—Edwin C. Hill.
- *KMPF—Proudly We Hall.
- *KWIK—News Music.
- KXLA—Church of Open Door.
- 7:45—KECA—Newsweek Looks Ahead.
- KFWB—Catholic Answers.
- KGJ—Radio Bible.
- KWIK—Auto Races.
- 8—KECA, KFMB—Drew Pearson.
- KFI, KFSJ—Hollywood Star Preview.
- KHJ, KGB, KFXM—Twenty Questions.
- KNX, KSDJ—The Man Called X.
- KFAC—First Methodist.
- KFOX—Baptist Tabernacle.
- KFWB—Hollywood Presbyterian Church.
- *KGER, KGJ, KLAC—News.
- KGJ—Waltz Invitation.
- KMPC—Michael Shayne, Detective.
- KWIK—George Henderson.
- KXLA—Open Door Church.
- 8:05—KGER—Floyd B. Johnson.
- 8:15—KECA, KFMB—Monday Morning Headlines.
- KGJ—Delmonico Trio.
- KLAC—Studio Orchestra.
- 8:25—KNX—Surprise Theatre.
- 8:30—KECA, KFMB—The Green Hornet.
- KFI, KFSJ—Standard Hour.
- *KHJ, KGB, KFXM, KVOE—Jergens Journal.
- KNX, KSDJ—Blonde.
- KGJ—Blue of Evening.
- KGJ—Weatherman.
- KLAC—Marine Corps.
- KMPC—Philo Vance.
- *KWIK—News Music.
- 8:45—KHJ, KFXM, KGB, KVOE—Stella Graham.
- KFAC—Sunday Evening Club.
- KGJ—The Tenth Man.
- KLAC—Drama.
- KWIK—Time to Dance.
- 9—KECA—The Unexpected.
- KFI, KFSJ—Standard Hour.
- *KHJ, KGB, KFXM, KVOE—News.
- Glenn Hardy.
- KNX, KSDJ—Sam Spade.
- KFAC—Sunday Evening Club.
- KFOX—Business Reporter.
- *KFWB, KLAC—News.
- *KGER—News, Bethel Church.
- KGJ—Ave Maria Hour.
- KGJ—Show Tunes.
- KMPC—Mystery House.
- KPPC—Music for You.
- KWIK—Concert Master.
- KXLA—Old-Fashioned Revival
- 9:05—KLAC—Sheriff's Office.
- 9:10—KLAC—Open Forum.
- 9:15—KECA—Palmer House Orch.
- KHJ, KGB, KVOE—Background for Stardom.
- KFWB—Singin' Sam.
- 9:30—KECA—Claremont Orch.
- KFI, KFSJ—Jack Benny.
- KHJ, KGB—Chicago Theater.
- KNX—Reserve.
- KFAC—Gateway to Music.
- KFOX—Sunshine Mission.
- KFWB—Pacific Lutheran Hr.
- *KGJ—News.
- KGJ—Bells of Zion.
- KMPC—Boston Blackie.
- KWIK—Cavalcade of Music.
- 9:45—KGER—Western Music.
- KGJ—Starlit Moods.

NOW 10 P.M.
RICHFIELD REPORTER
KFI
 NIGHTLY EXCEPT SAT.

- 10—KECA—Reserve.
- *KFI, KFSJ—The Reporter.
- KHJ, KGB—Chicago Theater.
- *KNX—Chet Huntley, News.
- KFAC—Gateway to Music.
- KMPC—Voice of Prophecy.
- KFWB—Old-Fashioned Revival.
- KGJ—Concert Nocturne.
- KGJ—Organ Reveries.
- *KLAC, KGER—News.
- KWIK—Dave Street.
- KXLA—Sacred Record Shop.
- 10:05—KLAC—Supervisor Darby.
- KGJ—Grace Evangelistic.
- 10:15—KFI—Chapel Quartet.
- KNX—University Explorer.
- KLAC—Hits and Headlines.
- 10:30—KECA—Ambassador Orch.
- *KFI—Inside the News.
- KHJ, KGB, KFXM, KVOE—Griff Williams Orch.
- KNX—Charlie Spivak Orch.
- KFAC—Music for Listening.
- KFWB—Echoes of Eden.
- KGER—Bethany Full Gospel.
- KGJ—Symphony.

10:30
 Nightly
HAWTHORNE
 SKIPPY & CAST
 OF 1000'S
 K X L A
 K R N O

- KXLA—Hawthorne Thing.
- 10:45—KFI—Melody Time.
- 10:55—KFI—Police Bulletin.
- *KLAC—News.
- 11—KECA—Bridge to Dreamland.
- KFI—America United.
- KHJ—Reserve.
- *KNX—News.
- KFAC—Music for Listening.
- KFOX—Music of the Masters.
- KFVD—Spade Cooley Time.
- KFWB—Echoes of Eden.
- KGJ—Concert Nocturne.
- KGJ—Juke Box Review.
- KLAC—Across the Footlights.
- KMPC—Dance Parade.
- KXLA—Trenner Twins.
- KWIK—Dave Street.
- 11:05—KNX—Henry Busse, Orch.
- 11:30—KFI—St. Francis Orch.
- KFWB—Music You Want.
- KXLA—Dance Time.
- 11:45—KECA—Florentine Gardens.
- *KHJ—News.
- KXLA—Club Congo.
- 11:55—KFI, KNX, KMPC—News.

THE WALKING MAN

Arlyne Rogers, selected in a nationwide contest as "America's Champion Movie Fan," was asked whom she most wanted to meet in Hollywood. Her choice — Jack Benny, who hasn't made a motion picture in three years.

★ SPECIFICATIONS

Northern California residents recently read this item in the classified section of the Sacramento Union: "Two women about Jack Benny's age would like a small unfurnished house. Would like to pay what Jack Benny would like to pay."

MONDAY, APRIL 26

*Indicates News Broadcasts.

- 8**—KECA, KFMB—Don McNeill's Breakfast Club.
 KFI, KISD—Fred Waring.
 KHJ—Rita and Shino.
 KNX—Johnny Murray.
 *KIEV, KLAC, KMPC, KXLA—News.
 KFVB—Inquiring Mike.
 KGFJ—Dr. Frederick Balles.
 KFAC—Breakfast Symphony.
 KWKW—Rafael Mendez.
 KOWI—Album of Song.
 KRKD—Bible Institute.
 KEVD—Wakeup Ranch.
 KWIK—Elton Britt.
 KGIL—Musical Corral.
 KFOJ—Challenge to Youth.
 *KGER—News, Mizpah.
- 8:15** *KHJ—News.
 KNX—Lynn Cole.
 KMPC—Markets; Sports.
 KFVB—Morning Melodies.
 KLAC—Haynes at the Reins.
 KGFJ—Public Messenger.
 KOWI—Meet the Band.
- 8:20**—KXLA—Music.
8:25—KNX—Broadway and Vlna.
 KMPC—Sports Roundup.
- 8:30**—KFI, KFSD—Jack Berch.
 KNX, KSDJ—Grand Slam.
 KMPC—A Song for You.
 *KEAC, KFVB, KOWI, KRKD—News.
 KIEV—Musical Memories.
 KXLA—Haven of Rest.
 KEVD—Easy Listening.
 KGIL—Speaking of Sports.
 KGFJ—Yesterday's Hits.
 KWKW—Stock Quotations.
 KWIK—Melody Mustangs.
 KGER—Hammond.
- 8:35**—KRKD—Spotlight Varieties.
8:45—KFI, KFSD—Lora Lawton.
 *KHJ—News.
 KNX—Rosemary.
 KMPC—Green Light Revue.
 KFVB—Science of Mind.
 KFAC—Unity.
 KGFJ—Dr. B. L. McMaster.
 KGIL—Coffee Parade.
 KEVD—Vocal Favorites.
 KWIK—Songs of Hope.
 KWKW—Bible Treasury.
 KGER—Bible Treasury Hour.
- 9**—KECA, KFMB—Welcome, Travelers.
 *KFI, KGER, KLAC—News.
 *KNX—Wendy Warren.
 *KHJ, KFMB, KGB, KVoe—Kate Smith Speaks.
 KMPC—Band Box.
 KFVB—Strolling Tom.
 KGFJ—Delinquency Forum.
 KFAC—Morning Concert.
 KEVD—Waltz Time.
 KGIL—Swappin' Corner.
 KRKD—Sagebrush Serenade.
 KXLA—Prairie Schooner.
 KWKW—Voice of China.
 KWIK—Valley Roundup.
 KIEV—Bing Crosby Time.
- 9:05**—KFI—Ladies' Day.
 KGER—Lutheran Hour.
- 9:10**—KHJ, KFMB, KGB, KVoe—Victor H. Lindlahr.
 KNX—Helen Jenny.
 *KFVB—News.
 *KFVB—Morning Melodies.
 KGIL—Ballads for You.
 KLAC—Radio News.
 KWKW—Women's League.
 KWIK—Three's a Company.
- 9:20** *KGFJ—Alrofortals.
9:30—KECA, KFMB—Breneman's Breakfast.
 KHJ—Johnson Family.
 KNX, KSDJ—Helen Trent.
 KFVB—Reminiscing Sam.
 *KOWI, KWKW—News.
 KGIL—Valley Shopper.

- KWKW—Union Rescue Mission.
 KEVD—Remembered Rhythms
 KGFJ—Nat'l Safety Council.
 KLAC—Hollywood News.
- 10**—KECA, KFMB—Galen Drake.
 KFI—Downtown and All Around.
 KNX—Big Sister.
 *KHJ, KFMB, KGB, KVoe—News, Glenn Hardy.
 *KMPC—News, Eddie Lyon.
 KWKW—Racing News.
 KFVB—Barrel of Dough.
 KFAC—Serenade.
 *KGER—News.
 KGFJ—Record Jackpot.
 KGIL—Come and Get It.
 KLAC—Al Jarvis Ballroom.
 KFVB—Bible Institute.
 KOWI—Romance in Music.
 KRKD—Crazy Rhythms.
 KWIK—Town Crier.
- 10:05**—KGER—Musical Roundup.
 KFI—Ladies' Day.
- 10:15**—KECA, KFMB—Ted Malone.
 KFI—What Do You Say?
 KNX—Ma Perkins.
 KHJ, KFMB, KVoe—Merv Griffin.
 KMPC—Music in the Air.
 *KHJ, KXLA—News.
 KRKD—Dr. Richardson.
 KWKW—Tune-Up Time.
- 10:25**—KGFJ—Sports Flash.
- 10:30**—KECA, KFMB—My True Story
 KNX—Young Dr. Malone.
 KHJ—The Judge.
 *KFI, KFAC, KOWI—News.
 KFVB—Maurice Hart.
 KXLA—Woman's World.

STANDARD HOMEOPATHIC
 Presents
The LATEST NEWS
 10:30 a.m.
 Mon. thru Sat.

1022 KC
 5000 WATS

Check **KFVD**
 LOS ANGELES

- *KFVD—News.
 KWKW—Feature Story.
 KRKD—Pop Concert.
 KGIL—Baby-Sitter.
10:45—KFI—Joyce Jordan.
 KNX—Guiding Light.
 KFAC—Your County Reports.
 KEVD—Violet.
 KRKD—Midnight Mission.
 KWKW—Races, Sports.

MONDAY Program Highlights

Morning Programs Appear in Lightface Type; Afternoon and Evening Programs in Boldface.

Comedy-Variety
 9:05—Ladies' Day, KFI.
 9:30—Arthur Godfrey, KNX.
 9:30—My Friend Irma, KNX.
 9:30—On Stage, America, KECA.
 9:00—Point Suhlma, KECA.
 9:30—Talent Scouts, KNX.

Quiz, Participation
 8:00—McNeill's Breakfast Club, KECA.
 8:30—Grand Slam, KNX.
 9:30—Breneman's Breakfast, KECA.
 11:30—Queen for a Day, KHJ.
 12:00—Double or Nothing, KNX.
 2:00—Heart's Desire, KHJ.
 2:15—Three Alarm, KMPC.
 2:30—Bride and Groom, KECA.
 2:30—Horse Party, KNX.
 3:00—Meet the Missus, KNX.
 6:30—Dr. I. Q., KFI.

Drama
 6:00—Lux Radio Theatre, KNX.
 7:30—Screen Guild, KNX.
 8:30—Cavalcade of America, KFI.
 9:30—The Big Story, KFI.

Classical, Semi-Classical Music
 8:00—Fred Waring, KFI.
 8:30—Voice of Firestone, KFI.
 7:00—Contented Hour, KFI.
 7:30—Fred Waring, KFI.
 9:00—Telephone Hour, KFI.

Comment-Narration
 7:45—Fred Beck, KNX.
 9:00—Kate Smith, KHJ.
 10:00—Galen Drake, KECA.
 10:15—Ted Malone, KECA.
 10:15—What Do You Say? KFI.

1:30—Burrill Wheeler, KNX.
4:30—Art Baker, KFI.
4:30—Passing Parade, KHJ.

Mystery-Detective
 8:30—Charlie Chan, KHJ.
 9:00—Inner Sanctum, KNX.

Public Interest-Information
 1:00—School of the Air, KNX.
 5:45—If They Had Lived, KGFJ.
 6:00—American Way, KFI.

Sports
 9:30—Racing, KGFJ.
 10:00—Race Lineup, KWKW.
 1:00—Major League Ball, KMPC.
 5:45—Race Results, KRKD.
 5:45—Sam Balter, KLAC.
 6:15—Bob Kelley, KMPC.
 6:30—Joe Hernandez, KMPC.
 7:00—Harness Races, KLAC.
 8:00—Fishing Facts, KFOJ.
 9:30—Inside of Sports, KHJ.

Recorded Music
 4:00—Musical Masterpieces, KFAC.
 6:00—Musical Digest, KGFJ.
 7:00—Firestone Favorites, KMPC.
 8:00—Evening Concert, KFAC.
 10:00—Concert Nocturne, KGFJ.
 10:00—Lucky Lager Dance Time, KFAC.
 10:00—Eastside Show, KFWR.
 10:30—Longines Symphonette, KNX.
 12:00—Rhapsody in Wax, KHJ.

Popular-Western Music
 4:30—Club Fifteen, KNX.
 8:00—Summer Club, KFI.
 8:15—Jack Smith, KNX.
 8:30—Sound Off, KECA.

- 10:55—KECA, KFMB—Betty Crocker Magazine of the Air.
 KGFJ—Sports Flash.
- 11**—KECA, KFMB—Betty Crocker.
 KFI, KFSD—Today's Children
 KNX—Second Mrs. Burton.
 KHJ—Happy Gang.
 KMPC—Stars of Song.
 KFVB—Maurice Hart.
 KLAC—Al Jarvis Ballroom.
 KXLA—Easy Listening.
 KFAC—Festival of Music.
 KFI—Eddie Chase Show.
 KGIL—Record Jackpot.
 KOWI—Tune Shop.
 KRKD—Musical Grab Bag.
 *KGER—News.
 KGIL—Real Estate Show.
 KWKW—Song Parade.
 KWIK—Meet the Band.
- 11:15**—KECA—Listening Post.
 KFI, KFSD—Woman in White
 KNX—Perry Mason.
 KMPC—Voice of Neighborhood
 *KXLA—Pasadena News.
 KGIL—Housewives' Exchange.

RACE RESULTS RACE RECAP HARNESS RACING

Results Every Half
 Hour Starting 11:15 A.M.

KWKW

- KWKW—Races and Sports.
 KWIK—Sunny Side.
 KGER—Musical Roundup.
- 11:20**—KWKW—Stairway to Music.
11:25—KGFJ—Sports Flash.
- 11:30**—KECA—Casa Cugat.
 KFI, KFSD—Holly Sloane.
 KNX—Nora Drake.
 KHJ, KFMB, KGB, KVoe—Queen for a Day.
 KMPC—Tops in Pops.
 *KFVB—News; Maurice Hart.
 KXLA—Dinner Bell Roundup.
 *KFOJ, KOWI, KRKD—News.
- 11:40**—KFI, KFSD—Betty Crocker.
11:45—KECA—Between 's Girls.
 KFI—Light of the World.
 KNX—Rose of My Dreams.
 KFAC—Musical Portraits.
 KWKW—Races and Sports.
 KRKD—Melody Time.
 KWIK—Broadway Rhythms.
- 11:55**—KGFJ—Sports Flash.

- 12** *KECA—Sam Hays, News.
 KFI—Farm Reporter.
 *KHJ—Broadway News.
 KNX, KSDJ—Double or Nothing.
 KMPC—Women Are Wonderful.
 KFVB—Maurice Hart.
 KLAC—Al Jarvis Ballroom.
 KFAC—Luncheon Concert.
 KGFJ—Intermission.
 KXLA—Dinner Bell Roundup.
 KWKW—Pasadena Panorama.
 *KHJ—Valley News.
 KOWI—Mayor of Melody.
 KWIK—Bing Crosby.
 *KFVD—Editor of the Air.
 KRKD—Record Roundup.
- 12:05**—KGER—Texas Tiny.
12:15 *KECA—Banking Talking.
 KFI, KFSD—Ma Perkins.
 KHJ—Sing, American, Sing.
 KGIL—Real Estate.
 KWKW—Races and Sports.
 KIEV—Luncheon Melodies.
 12:20—KWKW—South American.
 12:25—KGFJ—Sports Flash.
 12:30—KECA, KFMB—Paul White-man Record Club.
 KFI, KFSD—Pepper Young.
 *KNX, KSDJ—Knox Manning.
 KHJ, KGB, KVoe—Ozark Valley Folks.
 *KMPC, KOWI, KWIK—News.
 KXLA—Ford Lewis.
 KGFJ—1230 Club.
 KEVD—Violet.
 KHJ—Hart and Darling.
 KWKW—Stock Quotations.
 KGER—Squeakin' Deacon.
- 12:35**—KWIK—G.I. Parade.
12:45—KFI, KFSD—Right to Happiness.
 KHJ—Melody Matinee.
 KNX—Background for Living.
 KMPC—Rhythm Rancho.
 KXLA—Western Tunes.
 *KFAC—News.
 KWKW—Races and Sports.
 *KFVB—News.
 KGFJ—Sports Flash.
- 1**—KECA, KFMB—Paul White-man Record Club.
 KFI, KFSD—Backstage Wife.
 KHJ—Melody Matinee.
 KNX, KSDJ—School of the Air.
 KMPC—Major League Baseball.
 KFVB—Bill Anson.
 KFAC—Piano Parade.
 KGFJ—1230 Club.
 KXLA—Community Broad-caster.
 *KFVD, KLAC—News.
 KOWI—Show Times.
 KRKD—Siesta Time.
 KWIK—Trade Winds.
 KHJ—Valley Rangers.
 KGER—Squeakin' Deacon.
 KLAC—570 Club.
 KFI, KFSD—Sella Dallas.
 KHJ—Nancy Dixon.
 KGB, KVoe—Johnson Family.
 KFAC—Music in the American Manner.
 KWIK—Charles W. Hamp.
 KEVD—Piano Parade.
 KXLA—Farm Program.
 KWKW—Races and Sports.
- 1:20**—KWKW—Song of the Islands.
1:25—KGFJ—Sports Flash.
1:30—KECA—Quizaire.
 KFI, KFSD—Lorenzo Jones.
 KNX—Burrill Wheeler.
 KHJ—Norm Young.
 KXLA—Vocal Varieties.
 KEVD—Hall of Records.
 KGIL—Homemakers.
 *KOWI, KRKD, KWIK—News
 KWKW—Vocalists on Parade.
 KGER—Western Siesta.
1:35—KRKD—Song Symphony.
1:45—KECA—Ethel and Albert.
 KFI, KFSD—Yongg Widder Brown.
- *KXLA—News.
 KWIK—Matinee Melodies.
 KOWI—The Day.
 KWKW—Races and Sports.
- 1:50**—KWKW—Show Time.
1:55—KGFJ—Sports Flash.
- 2**—KECA, KFMB—Surprise Package.
 KFI, KFSD—When a Girl Marries.
 KNX, KSDJ—Winner Take All.
 KHJ, KFMB, KGB, KVoe—Heart's Desire.
 *KMPC—News, Kennelly.
 KFVB—Bill Anson.
 *KGER, KIEV—News.
 KGFJ—What's Up.
 KFAC—Matinee.
 KLAC—570 Club.
 KXLA—Concert Hour.
 KEVD—Hall of Records.
 KOWI—Melody Matinee
 KGIL—Homemakers.
 KRKD—Your Neighbors.
2:05—KGER—Western Siesta.
2:15—KFI, KFSD—Portia Faces Life.
 KMPC—Three Alarm.
 KWIK—Ronny Mansfield.



Race News

THE LINE-UP with late jockey changes and scratches
 9:30-9:45 a.m.
 Mon.-Sat.
 Dial 1230

FIRST ON
KGFJ
 1230 ON YOUR DIAL

- KGFJ—Racing News.
 KEVD—Show Tunes.
 KIEV—Meet the Band.
 KGER—John Brown.
 KLAC—Morning Melodies.
 KXLA—Bar Nothing Ranch.
 KWIK—Top o' Morning.
- 9:45**—KFI—Chuck Collins.
 KHJ—Morning Melodies.
 KNX, KSDJ—Our Gai Sunday
 KFVB—Piano Parade.
 *KRKD—News.

KRKD—Musical Bouquet.
KWKW—Races and Sports.
2:20★KWKW—News.
2:25—KECA, KFMB—Model Magazine.
KGfJ—Sports Flash.
2:30—KECA, KFMB—Bride and Groom.
KFI, KFSD—Just Plain Bill.
KNX, KSDJ—House Party.
KHJ, KGB, KVOE—Hollywood Favorites.
★KFWB—News; Bill Anson.
KXLA—Variety Time.
★KOWL, KWIK—News.
KWKW—Platter Parade.
KGER—Garden School.
KGB, KVOE—E. LaSabella.
2:35—KOWL—Contented Listening.
2:40—KGER—Sons of the Pioneers.
2:45—KFI, KFSD—Front-Page Farrell.
KFI—Two-Ton Baker.
★KFVD—News.
KWKW—Races and Sports.
KRKD—Organ Moods.
2:55★KNX—News.
KGfJ—Sports Flash.
3—KECA, KFMB—Ladies, Be Seated.
KFI, KFSD—Road of Life.
KNX, KSDJ—Meet the Missus.
KHJ, KGB, KVOE—Air Force Hour.
KMPC—Three Alarm.
KFWB—Bill Anson.
★KGER, KLAC, KXLA—News.
KFAC—Musical Favorites.
KFVD—Hall of Records.
KGfJ—Sunset and Vine.
KOWL—Your Radio Outlook.
KIEV—A Matter of Records.
KRKD—Tops in Pops.
KWIK—Tom, Dick & Harry.
KWKW—Swing Session.
3:05—KGER—Alkali Alex.
3:10—KLAC—Tommy Dorsey Show.
3:15—KFI, KFSD—Life Can Be Beautiful.
★KGIL—News.

JUKE BOX MATINEE
 With Carl Bailey
 3:15 to 5:30 p.m.
KXLA
 Monday thru Saturday

KXLA—Juke Box Matinee.
KWKW—Races and Sports.
KOWL—Sports Matinee.
2:25—KGfJ—Sports Flash.
2:30—KECA—Norwood Smith Selects
KFI, KFSD—Aunt Mary.
KNX, KSDJ—Arthur Godfrey.
KHJ, KGB—Red Hook 31.
★KFAC, KRKD, KWIK—News.
KMPC—Swing n' Sing.
KGIL—Storybook Man.
KWKW—Andy Mansfield.
KGER—Carolina Cotton.
2:35—KRKD—Tea Time Tunes.
KWIK—Tom, Dick & Harry.
2:45—KECA—Frances Scully.
KFI, KFSD—Nora Drake.
KHJ—Adventure Parade.
KMPC—Jerry Lawrence.
KFAC—String Time.
2:55★KFWB—News.
KGfJ—Sports Flash.
4—KECA—Frances Scully.
KFI, KFSD—This Woman's Secret.
KNX, KSDJ—Hint Hunt.
★KHJ, KFXM, KGB, KVOE—Fulton Lewis.
★KMPC—News, Eddie Lyon.
★KGER, KIEV, KLAC—News.
KFWB—Dr. McMaster.
KFAC—Musical Masterpieces.
KGfJ—Sunset and Vine.
KFVD—Eddie Chase Show.
KWKW—Andy Mansfield.
KXLA—Juke Box Matinee.
KGIL—Off the Record.
KRKD—Piano Paintings.
KWIK—1490 Club.
4:05—KGER—Musical Roundup.
4:15★KECA—Alvin Wilder.
★KFI, KFSD—News.
★KHJ, KFXM, KGB—Frank Hemingway.
KMPC—Jeanne Gray.
KFWB—Homemakers Unlimited.
KLAC—Pet Program.
KRKD—Spotlight on Star.
KOWL—Classics in Music.
4:25—KNX—George Fisher.
4:30—KECA—Variety Parade.
KFI—Art Baker's Notebook.
★KHJ, KGB, KVOE—Passing Parade.
KNX—Club 15.
KFWB—Music.
KMPC—Mild and Mellow.
KLAC—Racing Roundup.

MILD & MELLOW

4:30 to 5 P.M.
 Monday Through Friday
KMPC

KWKW—Magic Circle Theater
KRKD—Symphony in Swing.
KFOX—Old Age Pensions.
4:45★KHJ, KVOE—News.
★KNX—Ed R. Murrew.
KFWB—Stuart Hamblen.
KLAC—Studio Frolic.
★KRKD—News.
KWIK—Musical Quiz.
KWKW—Sports Page.
5—KECA, KFMB—Happy Theater
★KFI—Feature Wire.
★KNX—Knox Manning, News.
KHJ—Raggy Ann.
★KMPC—News, Teen & Twenty.
KFWB—Stuart Hamblen.
★KLAC—Fred Henry Reports.
KXLA—Juke Box Matinee.
KFAC—Sunset Serenade.
KFVD—Sundown Roundup.
KOWL—Harmony Isle.
KRKD—Record Rodeo.
KGfJ—Jive at 5.
★KWIK—Don Forbes.
KWKW—Reminiscent Rhythms.
KGIL—Date with a Disco.
5:05—KGER—Harmony Corral.
5:15—KECA—Terry and the Pirates.
★KFI—News.
KNX—Tom Hanlon.
KHJ, KFXM, KGB, KVOE—Superman.
★KNX—Nelson Pringle.
KLAC—Picture Album.
KWKW—Today at the Races.
KWIK—Sunset Serenade.
5:30—KECA—Jack Armstrong.
KFI, KFSD—Voice of Firestone.
★KNX, KSDJ—Charles Collingwood.
KHJ, KFXM, KGB, KVOE—Captain Midnight.
KLAC—Irwin Allen.
KGfJ—Race Recap.
KFAC—Whoa Bill Club.
KFVD—Telequest.
★KGIL, KOWL, KWIK—News.
KXLA—Future Pianists.
KRKD—Sports Dial.
KGER—Stamps Quartet.
5:35—KOWL—American Legion.
KWKW—Easy Listening.
5:45★KNX—Bob Garred.
KHJ, KFXM, KGB, KVOE—Adventures of Tom Mix.
KMPC—Top Tunes.
KLAC—Sam Balter, Sports.
KXLA—Music for You.
KGfJ—If They Had Lived.
KRKD—Race Results.
KWIK—Ronny Mansfield.
★KFSD—H. V. Kallenborn.
KGER—Melody Mustangs.
KGIL—Music by Martin.
5:55★KNX—Bill Henry.
KGfJ—Dot Meyberg.
KXLA—Sports Shots.
★KECA, KFMB—Edwin C. Hill.
KFI—American Way.
★KHJ, KFXM, KGB, KVOE—News, Gabriel Heatter.
KNX, KSDJ—Lux Radio Theater.
★KMPC—George Irwin.
★KFWB—Clete Roberts.
★KFOX, KLAC—News.
KGfJ—Musical Digest.
KFAC—Musical Memories.
KFVD—Supper Song.
KXLA—Toastmaster Club.
KRKD—Musical Varieties.

Listen to
JOHNNY GRANT
 The Nation's Most Unique
 Platter Show Featuring
 Johnny's Incomparable
 "ON THE SPOT" Interviews
 6:00 p.m. Mon.-Fri.
KGIL 1260

KGIL—Johnny Grant.
KWIK—Spotlight on Star.
KWKW—Sunset Serenade.
KGER—Sports Time.
KGB, KVOE—Adventure Parade.
6:05—KECA—Animal World Court.
KLAC—Al Jarvis.
6:10—KECA—Sports Desk.
6:15★KECA—News.
★KHJ, KGB—Mutual Newsreel.
KMPC—Bob Kelley, Sports.
KFWB—Tello-Test.
KFVD—Airplane Serenade.

KRKD—Hawaiian Memories.
KWIK—Date for Dinner.
6:30—KECA—Child's World.
KFI, KFSD—Dr. I. Q.
KHJ, KFXM, KGB, KVOE—California Melodies.
KMPC—Joe Hernandez.
KFWB—America Dances.
KFAC—Hour of Music.
KFVD—Banner Show.
KWKW—Curtain Time.
KXLA—Variety in Music.
KRKD—Storybook Lady.
KFOX—Hal's Memory Room.
KGER—Helene Smith.
6:45★KFVD—News.
KRKD—A. F. of L.
KXLA—Western Caravan.
7—KECA, KFMB—Lone Ranger.
KFI, KFSD—Carnation Contended Hour.
KNX, KSDJ—My Friend Irma.
KHJ, KFXM—Mysterious Traveler.
KMPC—Firestone Favorites.
★KRKD—News.
KFWB—America Dances.
KLAC—Harness Races.
KFAC—Hour of Music.
KGfJ—Musical Digest.
★KGIL—Valley News.
KXLA—Saddle Dusters.
★KWIK—Averill Berman.
KWKW—Harmonia Raging.
★KGER—News; Dr. Eagan.
7:05—KWKW—Musical Horizons.
7:15—KGIL—Public Service.
KXLA—Latin Serenade.
KRKD—Three-Quarter Time.
KWIK—Here's to Veterans.
7:30—KECA—On Stage, America.
KFI, KFSD—Fred Waring Show.
KNX, KSDJ—Screen Guild Theater.
KHJ, KFXM, KGB, KVOE—Cisco Kid.
KMPC—Romance and Rhythm.
KFWB—Sports Final.
KLAC—Don Otis.
KFAC—Echoes and Encores.
KGER—Adventist Church.
KGIL—Modern Concert Hall.
KXLA—Armstrong Twins.
★KWIK—News.
KRKD—Do You Know?
7:45★KFOX—News.
KFWB—Singin' Sam.
KMPC—Red Rowe.
KWIK—Music by Martin.
8—KECA, KFMB—Point Sublime.
KFI, KFSD—Supper Club.
KNX—Lowell Thomas.
KHJ, KFXM, KGB, KVOE—Let George Do It.
★KMPC—News, Kenneally.
KFWB—Jimmy Allen.
★KGER, KLAC, KXLA—News.
KFAC—Evening Concert.
KGIL—Modern Concert Hall.
KGfJ—Caucasian Memories.
KWIK—What's the Answer?
KFOX—Fishing Facts.
8:05—KGER—Bethany Baptist.
8:15★KFI, KFSD—World News.
KNX—Jack Smith.
KFWB—United Nations.
KLAC—Fred Haney.
KGfJ—Saludos Amigos.
KMPC—Leaders of Tomorrow.
KXLA—Evening Serenade.
8:30—KECA—Sound Off.
KFI, KFSD—Cavalcade of America.
KNX, KSDJ—Talent Scouts.
KHJ, KFXM, KGB, KVOE—Adventures of Charlie Chan.
★KFWB, KWIK—News.
KLAC—Music.
★KGfJ—Averill Berman, News.
KMPC—American Music.
KXLA—The Corral.
KGER—Clem Davies.
8:35—KWIK—Concert Hall.
8:45—KFWB—Sweet Music.
KGfJ—American Heritage.
KGIL—Here's to Veterans.
8:55—KHJ, KFXM, KGB, KVOE—Billy Rose.
★KNX—KSDJ—News.
KLAC—Sheriff's Office.
KECA—Arthur Gaeth.
9—KFI, KFSD—Telephone Hour.
KNX, KSDJ—Inner Sanctum.
★KHJ, KFXM, KGB, KVOE—News, Glenn Hardy.
KMPC—American Music.
★KFWB, KGER—News.
KFAC—Evening Concert.
KGfJ—Hollywood House Party.
KGIL—Dance Time.
KLAC—Press Club.
KXLA—Squeakin' Deacon.
KWIK—Reading & Dreaming.
9:05—KGER—Three Suns.
9:15★KECA—Earl Godwin.
★KHJ—Fleetwood Lawton.
KFWB—D'Varga Orch.
9:30—KECA—So You Want to Lead a Band.
KFI, KFSD—The Big Story.
KHJ, KGB, KVOE—Inside of Sports.

NOW 10 P.M.
RICHFIELD REPORTER
KFI

NIGHTLY EXCEPT SAT.
10—KECA—Casa Cugat.
★KFI, KFSD—The Reporter.
★KHJ, KFXM, KGB, KVOE—Chet Huntley, News.
Fulton Lewis.
KFOC—Playmakers.
KEAC—Lucky Lager Dance.
EASTSIDE SHOW
 10 TO 12 P.M.
 Every Night Except Sunday
KFWB

KFWB—Eastside Show.
KGER—Tex Williams.
KGfJ—Concert Nocturne.
KGIL—Symphony.
KMPC—Bridge Club.
KLAC—Don Otis.
KXLA—Music.
KWIK—Michael Roy.
10:15★KECA—News, Hank Weaver.
KHJ—Highlights in Music.
KFI—Music Shop.
KNX—Bob Elson.
10:30★KECA—Elmer Davis.
★KFI—Inside the News.
KHJ—Brother Arlington.
KNX—Symphonette.
KMPC—Parade of Hits.
KXLA—Hawthorne Thing.
KGER—At the Ranchhouse.
10:45—KECA—Freddy Martin Orch.
KFI—Melody Time.
10:55—KFI—Police Bulletins.
11★KECA—News of Tomorrow.
★KFI—News.
★KNX—Nelson Pringle.
KMPC—Dance Parade.
KFWB—Eastside Show.
KGfJ—Concert Nocturne.
KFAC—Lucky Lager Dance.
KGIL—Juke Box Review.
KLAC—Don Otis.
KXLA—Dance Time.
KFVD—Spade Cooley Time.
KGER—At the Ranchhouse.
KWIK—Michael Roy.
11:15—KECA—Dale Cross Orch.
KFI—Here's to Veterans.
KNX—Steve Allen.
11:30—KECA—E. Felice Quartet.
KFI—U. S. Navy Recruiting.
11:40—KNX—Reserve.
11:45—KFI—Philharmonic Reporter.
★KHJ—News.
11:55★KECA, KFI, KNX, KMPC—News.

CAMERAS... ACTION
 Cathy and Elliott Lewis have a simple way of preparing for television. With a home movie camera they take turns photographing each other in dramatic action. And no critic could be more severe as they watch and judge results on their home screen.

★
JACKED UP
 Just before his NBC show recently, Jack Carson was given six different "shots," four for the cold he caught in Chicago, and two for poison oak picked up on his new ranch.

Hear George Milne's
GARDEN CHATS
for California Roses,
Inc.
6:45-7:00 A.M. M-F

1070 KC
5000 WATTS

Check KFVD
LOS ANGELES

- 8-KECA, KFMB-Don McNeill's Breakfast Club.
KFI, KFSD-Fred Waring.
KHJ-Rise and Shine.
KXN-Johnny Murray.
★KIEV, KLAC, KMPC, KXLA-News.
KFWB-Inquiring Mike.
KFAC-Country Church.
KGFJ-Dr. Frederick Bailes.
KFOX, KRKD-Haven of Rest.
KFVD-Wakeup Ranch.
KGIL-Musical Corral.
KOWL-Album of Song.
KWKW-Rafael Mendez.
KWIK-Elton Britt.
★KGER-News, Mizpah.
8:15★KHJ-News.
KXN-Lynn Cole.
KMPC-Market Report, Sports.
KFWB-Morning Melodies.
KLAC-Haynes at the Reins.
KGFJ-Public Messenger.
KOWL-Meet the Band.
8:25-KXN-Broadway and Vine.
KMPC-Sports Roundup.
8:30-KFI-Jack Berch.
KXN, KSDJ-Grand Slam.
KMPC-A Song for You.
KXLA-Banquet Brothers.
★KFAC, KFWB, KOWL, KRKD-News.
KFVD-Easy Listening.
KGFJ-Yesterday's Hits.
KWKW-Stock Quotations.
KWIK-Melody Mustangs.
KGIL-Speaking of Sports.
KFOX-Words of Life.
KGER-Hammond.
8:35-KRKB-Spotlight Varieties.
8:45-KFI, KFSD-Lora Lawton.
★KHJ-News.
KXN-Rosemary.
KMPC-Green Light Revue.
KFWB-Science of Mind.
KFAC-Unity.
KGFJ-Dr. R. L. McMaster.
KGIL-Coffee Parade.
KFVD-Vocal Varieties.
KIEV-Musical Memories.
KGER-Bible Treasury Hour.
KWIK-Songs of Hope.
KWKW-Bible Treasury.
9-KECA, KFMB-Welcome Travelers.

- ★KFI, KGER, KLAC-News.
★KHJ, KFMB, KGB, KVOE-Kate Smith Speaks.
KXN-Wendy Warren.
KMPC-Band Box.
KFWB-Strolling Tom.
KGFJ-Your City at Work.
KFAC-Morning Concert.
KGIL-Swappin' Corner.
KOWL-Helen Markham.
KRKD-Sagebrush Serenade.
KWKW-Voice of China.
KXLA-Prairie Schooner.
KFVD-Waltz Time.
KIEV-Bing Crosby Time.
9:05-KFI-Ladies' Day.
9:05-KGER-Lutheran Hour.
9:15-KHJ, KFMB, KGB, KVOE-Victor H. Lindlahr.
KXN-Aunt Jenny.
KFWB-Morning Melodies.
KLAC-Racing News.
★KFVD-News.
KGFJ-Community Chest.
KGIL-Ballads for You.
KWIK-Three's a Company.
KWKW-Women's League.
9:20★KGFJ-Airtorials.
9:30-KECA, KFMB-Breneman's Breakfast.
KFI, KFSD-Jack Berch.
KHJ-Johnson Family.
KXN, KSDJ-Helen Trent.
KFWB-Reminiscing Sam.
KLAC-Morning Melodies.
★KOWL, KWKW-News.
KGFJ-Racing News.
KGIL-Valley Shopper.
KFVD-Show Tunes.
KXLA-Bar O Ranch.
KIEV-Meet the Band.
KGER-John Crown.
KWIK-Top of the Morning.
9:45-KFI-Chuck Collins.
KHJ-Morning Melodies.
KXN, KSDJ-Our Gal Sunday.
KFWB-Schoolcast.
KFVD-Remembered Rhythms.
KGFJ-Voice of the Army.
KLAC-Hollywood News.

- KOWL-Full Gospel.
KWKW-Union Rescue Mission.
KIEV-Rhythm Road.
10-KECA, KFMB-Galen Drake.
KFI-Downtown and All Around.
★KHJ, KFMB, KGB, KVOE-News. Glenn Hardy.
KXN-Big Sister.
★KMPC-News, Eddie Lyon.
★KFWB-Barrel of Dough.
KGFJ-Record Jackpot.
KGIL-Come and Get It.
KLAC-Al Jarvis Ballroom.
KWKW-Racing News.
KFAC-Serenade.
KOWL-Romance in Music.
KRKD-Crazy Rhythm.
KFVD-Rev. Louis T. Talbot.
KXLA-Bar O Ranch.
KWIK-Town Crier.
10:05-KGER-Musical Roundup.
10:15-KECA, KFMB-Ted Malone.
KFI-What Do You Say?
KHJ-Merv Griffin.
KXN-Ma Perkins.
KMPC-Music in the Air.
★KGIL, KXLA-News.
★KRKB-Dr. Richardson.
KWKW-Tune-Up Time.
KFOX-Assembly of God.



RACE RESULTS
Starting at 10:25 a.m., 10:35 a.m. and every 30 min. thereafter
Mon. thru Sat.
Dial 1230

FIRST ON
KGFJ
1230 ON YOUR DIAL

- 10:25-KGFJ-Sports Flash.
10:30-KECA, KFMB-My True Story.
★KHJ-News.
KXN-Young Dr. Malone.
★KFAC, KOWL, KWIK-News.
KFWB-Maurice Hart.
KXLA-Woman's World.
KGIL-Baby-Sitter.
★KFVD-News.
KRKD-Pop Concert.
KWKW-Feature Story.
10:45-KFI-Joyce Jordan.
KXN-Guiding Light.
KFAC-Dr. Palmer.
KRKD-Midnight Mission.
KFVD-Violet.
KOWL-Tune Shop.
KWIK-Music.
KWKW-Races and Sports.
10:55-KECA, KFMB-Betty Crocker Magazine of the Air.

- 11-KGFJ-Sports Flash.
11-KECA, KFMB-Betty Crocker.
KFI, KFSD-Today's Children.
KHJ-Happy Gang.
KXN-Second Mrs. Burton.
KMPC-Music in the Air.
KFWB-Maurice Hart.
KFVD-Eddie Chase Show.
KGFJ-Record Jackpot.
KLAC-Al Jarvis Ballroom.
KFAC-Festival of Music.
KFOX-Melody Breakfast Club.
KRKD-Musical Grab Bag.
KXLA-Easy Listening.
KOWL-Tune Shop.
KWKW-Callix All Vets.
★KGER-News.
KGIL-Housewives' Exchange.
KWIK-Record the Band.
11:15-KECA, KFMB-Club Time.
KFI, KFSD-Woman in White.
KXN-Perry Mason.
KMPC-Public Service.
KGIL-Light Classics.
★KXLA-Pasadena News.
KGER-Musical Roundup.
11:25-KGFJ-Sports Flash.
11:30-KECA-Casa Cugat.
KFI, KFSD-Holy Sloane.
KHJ, KFMB, KGB, KVOE-Queen for a Day.
KXN-Nora Drake.
★KFWB-News; Maurice Hart.
KMPC-Tops in Pop.
KXLA-Dinner Bell Roundup.
★KOWL, KRKD, KWIK-News.
11:40-KFI-Betty Crocker.
11:45-KECA-Between Us Girls.
KFI-Light of the World.
KXN-Rose of My Dreams.
KFAC-Musical Portraits.
KRKD-Melody Time.
KWIK-Broadway Rhythms.
KWKW-Races and Sports.
11:55-KGFJ-Sports Flash.
12★KECA-News, Sam Hayes.
KFI-Farm Reporter.
★KHJ, KVOE-News.
KXN, KSDJ-Double or Nothing.
KMPC-Women Are Wonderful.
KFWB-Maurice Hart.
KGFJ-Interruption.
KWKW-Gordon Baker Lloyd.
KLAC-Al Jarvis Ballroom.
KFAC-Luncheon Concert.
★KGIL-Valley News.
KOWL-Mayor of Melody.
KRKD-Record Roundup.
KFVD-Editor of the Air.
KXLA-Dinner Bell Roundup.
KWIK-Bing Crosby.
★KGER-News; Texas Tiny.
12:15★KECA-Baukhage Talking.
KFI-Ma Perkins.
KHJ-Sing, America, Sing.
KGIL-Real Estate Show.
KWKW-Races and Sports.
12:20-KWKW-South American.
12:25-KGFJ-Sports Flash.
12:30-KECA, KFMB-Paul Whiteman Record Club.

THE HOUR OF GENERAL ELECTRIC 12:00-1:00 P.M.
ON
AL JARVIS ORIGINAL MAKE-BELIEVE BALLROOM
KLAC
10:00 - 1:00 p.m.
6:05 - 7:00 p.m.
Monday thru Saturday

- KFI, KFSD-Pepper Young.
KHJ, KGB, KVOE-Ozark Valley Folks.
★KXN, KSDJ-Knox Manning.
★KMPC, KOWL, KWIK-News.
KXLA-Ford Lewis.
KWKW-Stock Quotations.
KFVD-Violet.
KGFJ-1230 Club.
KGIL-Hart and Darling.

KGER for WESTERN MUSIC
SQUEAKIN' DEACON MOORE
12:30-1:30 p.m.
Mon. thru Fri.
1390 on Your Dial

- 12:35-KWKW-G.I. Platter Parade.
12:45-KFI, KFSD-Right to Happiness.
KHJ-Melody Matinee.
KXN-Organ Music.
KMPC-Rhythm Rancho.
★KFAC-News.
KXLA-Top Western Tunes.
KWKW-Races and Sports.
12:55★KFWB-News.
KGFJ-Sports Flash.

- 1-KECA, KFMB-Paul Whiteman Record Club.
KFI, KFSD-Backstage Wife.
KHJ-Melody Matinee.
KXN, KSDJ-School of the Air.
KMPC-Major League Ball.
KFWB-Bill Anson.
KGFJ-1230 Club.
★KLAC-News, Sports.
KRKD-Siesta Time.
KGIL-Valley Rangers.
KFAC-Piano Parade.
★KFVD-News.
KXLA-Community News.
KOWL-Show Tunes.
KWIK-Trade Winds.
KGER-Squeakin' Deacon.
1:15-KFI, KFSD-Stella Dallas.
KHJ-Nancy Dixon.
KLAC-370 Club.
KXLA-Farm Program.
KFAC-Music in the American Manner.
KFVD-Piano Parade.
KWIK-Charles Hamp.
KFOX-Recital Time.
1:30-KECA-Miracles in Music.
1:25-KGFJ-Sports Flash.
1:30-KECA-Miracles in Music.
KFI, KFSD-Lorenzo Jones.
KHJ-Norma Young.
KXN-Burritt Wheeler.
KXLA-Vocal Varieties.
KFVD-Hall of Records.
KGIL-Homemakers.
★KOWL, KRKD, KWIK-News.
KWKW-Vocalist Parade.
KIEV-Organ Moods.
KGER-Western Siesta.
1:35-KRKD-Song Symphony.
1:45-KECA-Ethel and Albert.
KFI-Young Widder Brown.
★KXLA-News.
KOWL-This Day.
KIEV-Swing Stylings.
KWKW-Races and Sports.
KWIK-Merry Mood.
1:50-KWKW-Show Time.
1:55-KGFJ-Sports Flash.

- 2-KECA, KFMB-Surprise Package.
KFI, KFSD-When a Girl Marries.
KHJ, KFMB, KGB, KVOE-Heart's Desire.
KXN, KSDJ-Winner Take All.
★KMPC-News, Kenneally.
KFWB-Bill Anson.
KFAC-Matinee.
KGFJ-What's Up.
KLAC-370 Club.
KXLA-Concert Hour.
KOWL-Melody Matinee.
KGIL-Homemakers.
KRKD-Urban League.
KFVD-Hall of Records.
KWIK-Mrs. Goes Shopping.
KGER-Long Beach Band.
2:15-KFI, KFSD-Portia Faces Life.
KMPC-Three Alarm.
KRKD-Musical Bouquet.

TUESDAY Program Highlights

Morning Programs Appear in Lightface Type; Afternoon and Evening Programs in Boldface.

- Comedy-Variety**
9:05-Ladies' Day, KFI.
3:30-Arthur Godfrey, KXN.
5:30-Date With Judd, KFI.
6:00-Amos 'n' Andy, KFI.
6:30-Fibber McGee, KFI.
7:00-Bob Hope, KFI.
7:30-Red Skelton, KFI.
8:30-Call for Music, KFI.
- Quiz, Participation**
8:00-McNeill's Breakfast Club, KECA.
8:30-Grand Slam, KXN.
9:30-Breneman's Breakfast, KECA.
- 11:30-Queen for a Day, KHJ.
12:00-Double or Nothing, KXN.
2:00-Heart's Desire, KHJ.
2:15-Three Alarm, KMPC.
2:30-House Party, KXN.
2:30-Bride and Groom, KECA.
3:00-Meet the Missus, KXN.
- Drama**
7:00-Studio One, KXN.
9:00-Favorite Story, KFI.
- Classical, Semi-Classical Music**
8:00-Fred Waring, KFI.
9:00-Boston Symphony, KECA.
- Comment-Narration**
7:45-Fred Beck, KXN.
9:00-Kate Smith, KHJ.
10:00-Galen Drake, KECA.
10:15-Ted Malone, KECA.
10:15-What Do You Say? KFI.
1:30-Burritt Wheeler, KXN.
4:30-Art Baker, KFI.
4:30-Passing Parade, KHJ.

- Mystery-Detective**
8:30-Mr. and Mrs. North, KXN.
- Public Interest-Information**
1:00-School of the Air, KXN.
6:00-Woman's Forum, KXN.
6:30-Town Meeting, KECA.
8:15-Monitor Views News, KECA.
8:30-On Trial, KECA.
11:40-Frontiers of Science, KXN.
- Sports**
9:30-Racing, KGFJ.
10:00-Race Lineup, KWKW.
1:00-Major League Ball, KMPC.
5:45-Race Results, KRKD.
5:45-Sam Balter, KLAC.
6:15-Bob Kelley, KMPC.
6:30-Joe Hernandez, KMPC.
7:00-Harness Races, KLAC.
9:30-Inside of Sports, KHJ.
- Recorded Music**
4:00-Musical Masterpieces, KFAC.
6:00-Musical Digest, KGFJ.
7:00-Firestone Favorites, KMPC.
8:00-Evening Concert, KFAC.
10:00-Concert Nocturne, KGFJ.
10:00-Lucky Lager Dance Time, KFAC.
10:00-Exitside Show, KFWB.
12:00-Rhapsody in Wax, KHJ.
- Popular-Western Music**
4:30-Club Fifteen, KXN.
8:00-Supper Club, KFI.
8:15-Jack Smith, KXN.

KWIK—Ronny Mansfield.
KWKW—Races and Sports.
KIEV—Land of Song.
 2:20★**KWKW**—News.
 2:25—**KECA**—Model Magazine.
KGJ—Sports Flash.
 2:30—**KECA, KFMB**—Bride and Groom.
KFI, KFSD—Just Plain Bill.
KHJ, KGB, KVQE—Hollywood Favorites.
KNX, KSDJ—House Party.
 ★**KFWB**—News; Bill Anson.
KXLA—Variety Time.
KWKW—Drama.
 ★**KOWL, KWIK**—News.
KRKD—Tunes in Tempo.
KIEV—Musical Potpourri.
KGFR—Garden School.
 2:35—**KOWI**—Contented Listening.
 2:40—**KGFR**—Long Beach Band.
 2:45—**KFI, KFND**—Front-Page Farrell.
KHJ—Two-Ton Baker.
KHJ—News.
 ★**KWKW**—Races and Sports.
KRKD—Organ Moods.
KWIK—Treasure Chest.
 2:55★**KNX**—News.
KGJ—Sports Flash.
3—**KECA, KFMB**—Ladies, Be Seated.
KFI, KFSD—Road of Life.
KHJ, KGB, KVQE—Racket Smashers.
KNX, KSDJ—Meet the Missus.
KMPC—Three Alarm.
KFWB—Bill Anson.
 ★**KGFR, KLAC, KXLA**—News.
KHJ—Hall of Records.
KFAC—Musical Favorites.
KGJ—Sunset and Vine.
KGIL—Social Whirl.
KRKD—Tops in Pops.
KOWI—Radio Outlook.
KWKW—Swing Session.
KWIK—Tom, Dick & Harry.
 3:05—**KGFR**—Alkali Alex.
 3:10—**KLAC**—Tommy Dorsey Show.
 3:15—**KFI**—Life Can Be Beautiful.
KXLA—Juke Box Matinee.
 ★**KGIL**—News.
KOWI—Sports Matinee.
KWKW—Races and Sports.
3:25—**KGJ**—Sports Flash.
 3:30—**KECA**—Norwood Smith Selects
KFI, KFSD—Aunt Mary.
KHJ, KGB—Red Hook 31.
KNX, KSDJ—Arthur Godfrey.
KMPC—Singing 'n' Sing.
KWKW—Andy Mansfield.
 ★**KFAC, KRKD, KWIK**—News.
KGFR—Carolina Cotton.
 3:35—**KRKD**—Tea Time Tunes.
KWIK—Tom, Dick & Harry.
 3:45—**KECA**—Frances Scully.
KFI, KFSD—Nora Drake.
KHJ—Adventure Parade.
KMPC—Jerry Lawrence.
KFAC—Songs for Singing.
 3:55★**KFWB**—News.
KGJ—Sports Flash.
4—**KECA**—Frances Scully.
KFI, KFSD—This Woman's Secret.
KHJ, KFXM, KGB, KVQE—Fulton Lewis.
KNX, KSDJ—Hint Hunt.
 ★**KMPC**—News, Eddie Lyon.
 ★**KIEV, KGFR**—News.
KFWB—Dr. McMaster.
KGJ—Sunset and Vine.
 ★**KLAC**—News, Sports.
KFAC—Musical Masterpieces.
KXLA—Juke Box Matinee.
KWKW—Andy Mansfield.
KGIL—Off the Record.
KFYD—Eddie Chase Show.
KRKD—Fun with Fables.
KWIK—1190 Club.
 4:05—**KGFR**—Musical Roundup.
 4:15★**KECA**—Alvin Wilder.
 ★**KFI, KFSD**—News.
KHJ, KFXM, KGB—Frank Hemingway.
KMPC—Twilight Tales.
KFWB—Homemakers Unlimited.
KLAC—Belle Martel.
KRKD—Spotlight on Star.
 4:25—**KNX**—George Fisher.
KGJ—Sports Flash.
 4:30—**KECA**—Variety Parade.
KFI—Art Baker's Notebook.
KHJ, KVQE—Passing Parade.
KNX—Club 15.
KFWB—Music.
KMPC—Mild and Mellow.
KLAC—Racing Roundup.
 ★**KFYD**—News, Sweet & Lov.
KRKD—Symphony in Swing.
KWKW—Opera Association.
 4:45★**KHJ, KVQE**—News.
 ★**KNX**—Ed R. Murrow.
KFWB—Stuart Hamblen.
KLAC—Music Room.
 ★**KRKD**—News.
KWIK—Musical Quiz.
 4:50—**KWKW**—Reminiscent Rhythms.
 4:55—**KGJ**—Sports Flash.
 ★**KECA**—Happy Theater.
5★**KFI**—Feature Wire.

MILD & MELLOW

4:30 to 5 P.M.
 Monday Through Friday
KMPC

KHJ—Sleepy Joe.
 ★**KNX**—Knox Manning, News.
 ★**KMPC**—News, Teen & Twenty.
KFWB—Stuart Hamblen.
 ★**KLAC**—Fred Henry Reports.
KFAC—Sunset Serenade.
KGJ—Live at Five.
KFYD—Sundown Roundup.
KGIL—My Serenade.
KOWI—Harmony Isle.
KRKD—Record Rodeo.
KXLA—Juke Box Matinee.
 ★**KWIK**—Don Forhes.
 5:05—**KGFR**—Harmony Corral.
 5:15—**KECA, KFMB**—Terry and the Pirates.
 ★**KFI**—News.
KHJ, KFXM, KGB, KVQE—Superman.
KNX—Tom Hanlon.
KVQE—Picture Album.
 5:30—**KECA**—Sky King.
KFI, KFSD—A Date with Judy.
KHJ, KFXM, KGB, KVQE—Captain Midnight.
 ★**KNX, KSDJ**—Charles Collingwood.
KFAC—Whoa Bill Club.
KLAC—Irwin Allen.
KGJ—Race Recap.
KFYD—Tequest.
 ★**KGIL, KWKW**—News.
KXLA—Future Pianists.
 ★**KWKW**—Valley News.
KRKD—Sports Dial.
KGFR—Stamps Quartet.
 5:35—**KOWI**—American Legion.
KWKW—Easy Listening.
 5:45—**KHJ, KFXM, KGB, KVQE**—Adventures of Tom Mix.
 ★**KNX, KSDJ**—News, Garred.
KGJ—Disabled Veterans.
KMPC—Top Tunes.
KLAC—Sam Balter, Sports.
KXLA—Music for You.
KWIK—Ronny Mansfield.
KRKD—Race Results.
 5:55★**KNX**—Bill Henry.
KXLA—Sports Shots.
6★**KECA**—Edwin C. Hill.
KFI, KFSD—Amos 'n' Andy.
 ★**KHJ, KGB, KVQE**—Gabriel Heatter.
KNX—Woman's Forum.
 ★**KMPC**—George Irwin.
 ★**KFWB**—Clete Roberts.
 ★**KFOX, KLAC**—News.
KFAC—Musical Memories.
KFYD—Supper Song.
KGIL—Johnny Drent.
KGJ—Musical Digest.
KXLA—Youth and Tomorrow.
KWIK—Spotlight on a Star.
KWKW—Sunset Serenade.
KRKD—Musical Varieties.
KGFR—Sports Time.
 6:05—**KECA**—Animal World Court.
KLAC—Al Jarvis.
 6:10—**KECA**—Sports Desk.
 6:15★**KECA**—News.
 ★**KHJ, KGB**—Mutual Newsreel.
KMPC—Boh Kelley, Sports.
KFYD—Airlane Serenade.
KFWB—Tello-Test.
KRKD—Hawaiian Memories.
KXLA—Mary Burke King.
 6:30—**KECA, KFMB**—Town Meeting.
KFI, KFSD—Fibber McGee and Molly.
KHJ—Special Agent.
KNX, KSDJ—Christopher Wells.
KMPC—Bay Meadows.
KFWB—America Dances.
KFAC—Hour of Music.
KFYD—Banner Show.
KXLA—Music.
KRKD—Storybook Lady.
KFOX—Hal's Memory Room.
KWKW—Curtain Time.
KGFR—Helene Smith.
KFXM, KGB, KVQE—Fishing and Hunting Club.
 6:45★**KFYD**—News.
KWIK—Date for Dinner.
7—**KECA**—Town Meeting.
KFI, KFSD—Bob Hope.
KHJ, KFXM, KGB, KVQE—Quiet, Please.
KNX, KSDJ—Studio One.
KMPC—Firestone Favorites.
KFWB—America Dances.
KFAC—Hour of Music.
KGJ—Musical Digest.
 ★**KGFR, KRKD**—News.
 ★**KGIL**—Valley News.
KLAC—Harness Races.

★**KXLA**—Peter De Lima.
 ★**KWIK**—Averill Berman.
KWKW—Harness Racing.
 7:05—**KGFR**—Fagan.
KWKW—Musical Horizons.

MARY & J. CHARLES DAVIS
FISHING PALS
 1280 K.C. KFOX 7:15 P. M.
 Tuesday - Thursday - Friday
 19th Year Free Information
 PR. 6840 — PA. 1618

7:15—**KFOX**—Fishing Pals.
KGIL—Your Opinion, Please.
KXLA—Latin Serenade.
KRKD—Three-Quarter Time.
KWIK—Marines.
 7:30—**KECA**—Report to the People.
KFI, KFSD—Red Skelton.
KHJ, KFXM, KGB, KVQE—Red Ryder.
KMPC—Romance and Rhythm.
KFWB—Sports Final.
KLAC—Don Otis.
KFAC—Echoes and Encores.
KXLA—Armstrong Twins.
KGIL—Modern Concert Hall.
KRKD—Do You Know?
 ★**KWIK**—News.
 7:45—**KECA**—Here's Hollywood.
KFWB—Singin' Sam.
KMPC—Red Rowe.
KWIK—Blue Barron.
8★**KECA**—Washington Dateline.
KFI, KFSD—Supper Club.
KHJ, KFXM, KGB, KVQE—Count of Monte Cristo.
 ★**KNX**—Lowell Thomas.
 ★**KMPC**—News, Kenneally.
KFWB—Jimmy Allen.
 ★**KGFR, KLAC, KXLA**—News.
KFAC—Evening Concert.
KGJ—Caucasian Memories.
KGIL—Modern Concert Hall.
KWIK—What's the Answer?
 8:05—**KGFR**—Ray Block.
 8:10—**KLAC**—Baseball: Hollywood vs. Portland.
KMPC—L. A. Angels vs. Sacramento Solons.
 8:15★**KECA, KFMB**—Monitor News.
 ★**KFI, KFSD**—World News.
KNX—Jack Smith.
KFWB—United Nations.
KGJ—Saludos Amigos.
KXLA—Evening Serenade.
 8:30—**KECA**—On Trial.
KFI, KFSD—Call for Music.
KHJ, KFXM, KGB—Official Detective.
KNX, KSDJ—Mr. and Mrs. North.
 ★**KFWB, KWIK**—News.
 ★**KGJ**—Averill Berman, News.
KXLA—97th Street Corral.
KGFR—Clem Davies.
 8:35—**KWIK**—Concert Hall.
 8:45—**KFWB**—Sweet Music.
KGIL—Here's to Veterans.
KGJ—American Heritage.
 8:55—**KHJ, KFXM, KGB, KVQE**—Billy Rose.
 ★**KNX, KSDJ**—News.
9—**KECA, KFMB**—Boston Symphony Orch.

The BULLOCK'S SHOW

Favorite Story
 Treasure Island
KFI

9:00 P. M. TUESDAYS

KFI—Favorite Story.
 ★**KHJ, KFXM, KGB, KVQE**—News, Glenn Hardy.
KNX, KSDJ—Big Town.
KMPC—Baseball.
 ★**KFWB, KGFR**—News.
KFAC—Evening Concert.
KLAC—Baseball.
KXLA—Squeakin' Deacon.
KGJ—Hollywood House Party.
KGIL—Dance Time.
KWIK—Reading and Dreaming.
 9:05—**KGFR**—Three Suns.
 9:15★**KHJ**—Fleetwood Lawton.
KFWB—D'Varga Orch.
 9:30—**KFI**—Pleasure Parade.
KHJ, KGB, KVQE—Inside of Sports.
KNX—Boulah.

KFWB—Unity Daily Word.
KGFR—Music in the Night.
 9:45★**KHJ, KFXM, KGB, KVQE**—Newscope.
KFWB—Inquiring Mike.
 ★**KGIL**—News.

NOW
 10 P.M.
RICHFIELD REPORTER
KFI

NIGHTLY EXCEPT SAT.
10—**KECA**—Casa Cugat.
 ★**KFI, KFSD**—The Reporter.
 ★**KHJ, KFXM, KGB, KVQE**—Fulton Lewis.
 ★**KNX**—Chet Huntley, News.

EASTSIDE SHOW
 10 TO 12 P. M.
 Every Night Except Sunday
KFWB

KFWB—Eastside Show.
 ★**KLAC**—News.
KFAC—Lucky Lager Dance.
KGJ—Concert Nocturne.
KGIL—Symphony Hour.
KXLA—Radio Guild.
KWIK—Michael Roy.
KGFR—Tex Williams.

Olympic Auditorium
FIGHTS
 Tuesday, 10:05 p.m.
KLAC

10:05—**KLAC**—Olympic Boxing.
 10:15★**KECA**—News Hank Weaver.
KFI—Remember That Music.
KHJ—Highlights in Music.
KNX—Boh Elson.
KMPC—Parade of Hits.
 10:30★**KECA**—Elmer Davis.
 ★**KFI**—Inside the News.
KHJ—Brother Arlington.
KXLA—Hawthorne Thing.
KGFR—At the Ranchhouse.
 10:45—**KECA**—Ambassador Orch.
KFI—Melody Time.
 10:55—**KFI**—Police Bulletins.
 ★**KLAC**—News.
11★**KECA**—News of Tomorrow.
 ★**KFI**—News.
 ★**KNX**—Nelson Pringle.
KMPC—Dance Parade.
KFWB—Eastside Show.
KFAC—Lucky Dances Time.
KFYD—Spade Cooley Time.
KGJ—Concert Nocturne.
KLAC—Don Otis.
KXLA—Dick Peterson Orch.
KGIL—Juke Box Review.
KWIK—Michael Roy.
KGFR—At the Ranchhouse.
 11:15—**KECA**—Philharmonic Reporter.
KFI—Forty-Plus Assn.
KNX—Steve Allen.
 11:20—**KECA**—Florentine Gardens.
 11:30—**KECA**—Casino Room Orch.
KFI—Guest Star.
KXLA—Dance Time.
 11:40—**KNX**—Frontiers of Science.
 11:45—**KFI**—Melodianna.
 ★**KHJ, KVQE**—News.
KXLA—Club Congo.
 11:55★**KECA, KFI, KNX, KMPC**—News.

OH DEAR
 "Oh, you've lost your job!" cried Cy Howard's mother, when the CBS producer phoned her in Milwaukee to say he was going to pay her a visit from Hollywood. Cy assured her he was making the trip by plane and that he was still producer-writer-director of "My Friend Irma."

WEDNESDAY, APRIL 28

- 8-KECA, KFMB-Dom McNeill's Breakfast Club.
 KFI, KFSD-Fred Waring.
 KHJ-His and Mine.
 KNX-Johnny Murray.
 *KGER, KIEV, KLAC, KMPC, KXLA-News.
 KFWB-L. A. Breakfast Club.
 KGFJ-Dr. Frederick Bailes.
 KFAC-Country Church.
 KFVD-Wakeup Ranch.
 KFOX, KRKD-Bible Institute.
 KGIL-Musical Corral.
 KOWL-Album of Songs.
 KWKW-Rafael Mendez.
 KWIK-Elton Britt.
 8:05-KGER-Mizpah.
 8:15-KHJ-News.
 KNX-Lynn Cole.
 KGFJ-Public Messenger.
 KMPC-Markets; Sports.
 KLAC-Haynes at the Reins.
 KOWL-Meet the Band.
 KWIK-Wake Up & Live.
 8:20-KXLA-Music.
 8:25-KNX-Broadway and Vine.
 KMPC-Sports Roundup.
 8:30-KFI, KFSD-Jack Berch.
 KNX, KSDJ-Grand Slam.
 KMPC-A Song for You.
 KXLA-Haven of Rest.
 *KFAC, KOWL, KRKD-News.
 KFVD-Easy Listening.
 KGFJ-Yesterday's Hits.
 KGIL-Speaking of Sports.
 KWKW-Stock Quotations.
 KWIK-Melody Mustangs.
 KIEV-Musical Memories.
 KGER-Hammond.
 8:35-KRKD-Spotlight Varieties.
 8:45-KFI, KFSD-Lora Lawton.
 *KHJ-News.
 KNX-Rosemary.
 KMPC-Women's Home League.
 KFAC-Unity.
 KGFJ-Dr. R. L. McMaster, Voice of Health.
 KFVD-Vocal Favorites.
 KGIL-Coffee Parade.
 KWIK-Songs of Hope.
 KWKW-Bible Treasury Hour.
 KGER-Bible Treasury Hour.
 9-KECA, KFMB-Welcome, Travelers.
 *KFI, KGER, KLAC-News.
 *KHJ, KFXM, KGB, KVOE-Kate Smith Speaks.
 KNX-Wendy Warren.
 KMPC-Band Box.
 KFWB-L. A. Breakfast Club.
 KFAC-Morning Concert.
 KFVD-Waltz Time.
 KGFJ-Public Service.
 KGIL-Swappin' Corner.
 KOWL-Freda Markham.
 KRKD-Sagebrush Serenade.
 KWKW-Voice of China.
 KWIK-Valley Roundup.
 KIEV-Bing Crosby Time.
 KXLA-Prairie Schooner.
 KFOX-Rev. Earl Ivie.
 9:05-KFI-Ladies' Day.
 KGER-Lutheran Hour.
 9:15-KHJ, KFXM, KGB, KVOE-Victor H. Lindlahr.
 KNX-Aunt Jenny.
 KLAC-Racing News.
 *KFVD-News.
 KGFJ-Social Security.
 KGIL-Ballads for You.
 KOWL-Radio Revival.
 KWIK-Three's a Company.
 KWKW-Women's League.
 9:20-KGFJ-Alrotorials.
 9:30-KECA, KFMB-Breneman's Breakfast.
 KHJ-Johnson Family.
 KNX, KSDJ-Helen Trent.
 KFWB-Reminiscing Sam.
 KLAC-Morning Melodies.
 *KOWL, KWKW-News.
 KGFJ-Racing News.
 KGIL-Valley Shopper.
 KFVD-Show Tunes.
 KIEV-Meet the Band.
 KGER-John Brown.
 KXLA-Bar O Ranch Time.
 KWIK-Top o' Morning.
 9:45-KFI-Chuck Collins.
 KHJ-Morning Melodies.
 KNX, KSDJ-Our Gal Sunday
 KFWB-Irano Parade.
 KGFJ-A. B. Nordskog.
 KFVD-Remembered Rhythms
 KLAC-Hollywood News.
 KWKW-Union Rescue Mission.
 KIEV-Rhythm Road.
 KOWL-Full Gospel.
 *KRKD-News.
 10-KECA, KFMB-Galen Drake.
 KFI-Downtown and All Around.
 *KHJ, KFXM, KGB, KVOE-News, Glenn Hardy.
 KNX-Big Sister.
 *KMPC-News, Eddie Lyon.

- KFWB-Barrel of Dough.
 KLAC-Al Jarvis Ballroom.
 KFAC-Symphonies for Youth.
 KGFJ-Record Jackpot.
 KRKD-Crazy Rhythm.
 KGIL-Come and Get It.
 KFVD-Rev. Louis T. Talbot.
 KXLA-Bar O Ranch Time.
 KWIK-Town Crier.
 KWKW-Racing News.
 KOWL-Romance in Music.
 10:05-KGER-Musical Roundup.
 10:15-KECA, KFMB-Ted Malone.
 KFI-What Do You Say?
 KHJ, KFXM, KVOE-Merv Griffin.
 KNX-Ma Perkins.
 KMPC-Music in the Air.
 *KGIL, KXLA-News.
 KRKD-Dr. Richardson.
 KWKW-Tune-Up Time.
 10:25-KGFJ-Sports Flash.
 10:30-KECA, KFMB-My True Story.
 *KFI-News.
 KHJ-The Jedge.
 KNX-Young Dr. Malone.
 KFWB-Maurice Hart.
 *KFAC, KOWL-News.
 KXLA-Woman's World.
 *KFVD-News.
 KRKD-Pop Concert.
 KGIL-Baby-Sitter.
 KWIK-Burbank Firms.
 KWKW-Virginia Kay.
 10:45-KFI-Joyce Jordan.
 KNX-Guiding Light.
 KFAC-L. A. City College.
 KFVD-Violet.
 KRKD-Midnight Mission.
 KWKW-Races and Sports.
 KOWL-A Song for You.
 10:50-KWKW-Tops in Pops.
 10:55-KECA, KFMB-Betty Crocker Magazine of the Air.
 KGFJ-Sports Flash.
 11-KECA, KFMB-Betty Crocker.
 KFI, KFSD-Today's Children.
 KHJ-Happy Gang.
 KNX-Second Mrs. Burton.
 KMPC-Stars of Song.
 KFWB-Maurice Hart.
 KGFJ-Record Jackpot.
 KLAC-Al Jarvis Ballroom.
 KFVD-Eddie Chase Show.
 KXLA-Easy Listening.
 KFAC-Festival of Music.
 KOWL-Tune Shop.
 KGIL-Housewives' Exchange.
 KRKD-Musical Grab Bag.
 KWKW-County Supervisor.
 *KGER-News.
 KWIK-Meet the Band.

- 11:15-KECA, KFMB-Listening Post
 KFI, KFSD-Woman in White
 KNX-Perry Mason.
 KMPC-Voice of Neighborhood.
 *KXLA-Pasadena News.

RACE RESULTS

Every Half Hour
 Starting at 11:15 A.M.
 5:15 RACE RECAP
 7:00 HARNESS RACING RECAP
 KWKW

- KWKW-Races and Sports.
 KWIK-Sunny Side.
 KGER-Musical Roundup.
 11:25-KGFJ-Sports Flash.
 11:30-KECA-Casa Cugat.
 KFI, KFSD-Holly Sloane.
 KHJ, KFXM, KGB, KVOE-Queen for a Day.
 KNX-Nora Drake.
 KMPC-Tops in Pops.
 *KFWB-News; Maurice Hart.
 KXLA-Dinner Bell Roundup.
 *KFOX, KOWL, KRKD-News.
 11:40-KFI, KFSD-Betty Crocker.
 11:45-KECA-Between Us Girls.
 KFI-Light of the World.
 KNX-Rose of My Dreams.
 KFAC-Musical Portraits.
 KWIK-Broadway Rhythms.
 KWKW-Races and Sports.
 KRKD-Melody Time.
 11:55-KGFJ-Sports Flash.
 12-KECA-Sam Hayes, News.
 KFI-Farm Reporter.
 *KHJ-Broadway News.
 KNX, KSDJ-Double or Nothing.
 KMPC-Women Are Wonderful.
 KFWB-Maurice Hart.
 KLAC-Al Jarvis Ballroom.
 KFAC-Luncheon Concert.
 KFVD-Editor of the Air.
 KGFJ-Intermission.
 *KGIL-Valley News.
 KWKW-Pasadena Panorama.
 KWIK-Bing Crosby.
 KXLA-Dinner Bell Roundup.
 KOWL-Mayor of Melody.
 KRKD-Record Roundup.
 12:05-KGER-Texas Tiny.
 12:15-KECA-Baukhage Talking.

- KFI, KFSD-Ma Perkins.
 KHJ-Sing, America, Sing.
 KGIL-Real Estate Show.
 KWKW-Races and Sports.
 12:25-KGFJ-Sports Flash.
 12:30-KECA, KFMB-Paul Whitman Record Club.
 KFI, KFSD-Pepper Young.
 KHJ, KGB, KVOE-Ozark Valley Folks.
 *KNX, KSDJ-Knox Manning.
 *KMPC, KOWL, KWIK-News.
 KXLA-Ford Lewis.
 KWKW-Stock Quotations.
 KFVD-Violet.
 KGFJ-1230 Club.
 KGIL-Hart & Darling.
 KGER-Squeakin' Deacon.
 12:35-KWIK-G. J. Platter Parade.
 12:45-KFI, KFSD-Eight to Happiness.
 KHJ-Melody Matinee.
 KNX-Background for Living.
 KMPC-Rhythm Rancho.
 KXLA-Top Western Tunes.
 *KFAC-News.
 KWKW-Meet Me for Lunch.
 KIEV-Gals on Record.
 12:55-KFMB-News.
 KGFJ-Sports Flash.
 1-KECA, KFMB-Paul Whitman Record Club.
 KFI, KFSD-Backstage Wife.
 KHJ-Melody Matinee.
 KNX, KSDJ-School of the Air.
 KMPC-Major League Ball.
 KFWB-Bill Anson.
 *KLAC-News, Sports.
 KFAC-Plane Parade.
 KGFJ-1230 Club.
 KRKD-Siesta Time.
 KXLA-Community.
 KGIL-Valley Rangers.
 KOWL-Show Tunes.
 *KFVD-News.
 KWIK-Trade Winds.
 KIEV-Meet the Maestro.
 KGER-Squeakin' Deacon.
 1:15-KFI, KFSD-Stella Dallas.
 KHJ-Nancy Dixon.
 KLAC-570 Club.
 KXLA-Farm Program.
 KFAC-Music in the American Manner.
 KFVD-Irano Parade.
 1:20-KWKW-Song of the Islands.
 1:25-KGFJ-Sport Flash.
 1:30-KECA-Quizicalo.
 KFI, KFSD-Lorenzo Jones.
 KHJ-Norma Young.
 KNX-Burritt Wheeler.
 KXLA-Vocal Varieties.
 *KOWL, KRKD, KWIK-News.
 KFAC-I Want to Know.
 KFVD-Hall of Records.
 KGIL-Homemakers.
 KWKW-Vocalists on Parade.
 KIEV-Organs Made.
 KGER-Veteran Siesta.
 1:35-KRKD-Symphony of Song.
 1:45-KECA-Ethel and Albert.
 KFI, KFSD-Young Widder Brown.
 *KXLA-News.
 KIEV-Treasury Salute.
 KOWL-This Day.
 KWIK-Matinee Melodies.
 KWKW-Races and Sports.
 1:50-KWKW-Show Tunes.
 1:55-KGFJ-Sports Flash.
 2-KECA, KFMB-Surprise Package.
 KFI, KFSD-When a Girl Marries.
 KHJ, KFXM, KGB, KVOE-Heart's Desire.
 KNX, KSDJ-Winner Take All.
 *KMPC-News, Kennelly.
 KFWB-Bill Anson.
 KFAC-Matinee.
 KGFJ-What's Up.
 KXLA-Concert Hour.
 KGIL-Homemakers.
 KLAC-570 Club.
 KOWL-Melody Matinee.
 KFVD-Hall of Records.
 KWIK-Mrs. Goes Shopping.
 KRKD-Dental Assn.
 KGER-Long Beach Band.
 KFOX-Concert in Miniature.
 2:15-KFI, KFSD-Portia Faces Life.
 KMPC-Three Alarm.
 KLAC-570 Club.
 KRKD-Social Security.
 KWIK-Ronny Mansfield.
 KIEV-Land of Song.
 KWKW-Races and Sports.
 2:20-KWKW-News.
 2:25-KECA, KFXM-Model Magazine.
 KGFJ-Sports Flash.
 2:30-KECA, KFMB-Bride and Groom.
 KFI, KFSD-Just Plain Bill.
 KHJ, KGB, KVOE-Hollywood Favorites.
 KNX, KSDJ-House Party.
 *KFWB-News; Bill Anson.
 KXLA-Variety Time.
 KWKW-Platter Parade.
 *KOWL, KWIK-News.
 KRKD-Tunes in Tempo.
 KIEV-Musical Polpourri.

WEDNESDAY Program Highlights

Morning Programs Appear in Lightface Type; Afternoon and Evening Programs in Boldface.

Comedy-Variety

- 9:05-Ladies' Day, KFI.
 9:30-Arthur Godfrey, KNX.
 8:00-Duffy's Tavern, KFI.
 7:30-Jimmy Durante, KFI.
 7:30-Mayor of the Town, KECA.
 8:00-Abbott and Costello, KECA.
 8:30-Great Gildersleeve, KFI.
 9:00-Dennis Day's Day, KFI.
 9:00-Bing Crosby, KECA, KGER.

Quiz, Participation

- 8:00-McNeill's Breakfast Club, KECA.
 8:30-Grand Slam, KNX.
 9:30-Breneman's Breakfast, KECA.
 11:30-Queen for a Day, KHJ.
 12:00-Double or Nothing, KNX.
 2:00-Heart's Desire, KHJ.
 2:15-Three Alarm, KMPC.
 2:30-House Party, KNX.
 2:30-Bride and Groom, KECA.
 3:00-Meet the Missus, KNX.
 6:30-Vox Pop, KECA.
 8:00-Name That Song, KHJ.
 8:30-Leave It to the Girls, KHJ.

Drama

- 6:30-Hollywood Theater, KFI.
 8:30-Dr. Christian, KNX.

Classical, Semi-Classical Music

- 8:00-Fred Waring, KFI.
 7:00-Hollywood Bowl Auditions, KFI.

Comment-Narration

- 7:45-Fred Beck, KNX.
 9:00-Kate Smith, KHJ.
 10:00-Galen Drake, KECA.
 10:15-Ted Malone, KECA.
 10:15-What Do You Say? KFI.

- 1:30-Burritt Wheeler, KNX.
 4:30-Art Baker, KFI.
 4:30-Passing Parade, KHJ.

Mystery-Detective

- 7:00-The Saint, KNX.
 7:30-The Whistler, KNX.
 9:30-Mr. District Attorney, KFI.

Public Interest-Information

- 1:00-School of the Air, KNX.
 5:45-If They Had Lived, KGFJ.

Sports

- 9:30-Racing, KGFJ.
 10:00-Race Lineup, KWKW.
 1:00-Major League Ball, KMPC.
 5:45-Sam Balter, KLAC.
 5:45-Race Results, KRKD.
 6:15-Bob Kelley, KMPC.
 6:30-Joe Hernandez, KMPC.
 7:00-Harness Races, KLAC.
 9:30-Inside of Sports, KHJ.

Recorded Music

- 4:00-Musical Masterpieces, KFAC.
 6:00-Musical Digest, KGFJ.
 7:00-Firestone Favorites, KMPC.
 8:00-Evening Concert, KFAC.
 10:00-Concert Nocturne, KGFJ.
 10:00-Lucky Lager Dance Time, KFAC.
 10:00-Eastside Show, KFWB.
 10:30-Longines Symphonette, KNX.
 12:00-Rhapsody in Wax, KHJ.

Popular-Western Music

- 3:00-Lionel Hampton, KHJ.
 4:30-Club Fifteen, KNX.
 6:30-On the Beam, KHJ.
 8:00-Supper Club, KFI.
 8:15-Jack Smith, KNX.

- KGER—Garden School.
- 2:35—KQWV—Contented Listening. KWIK—Music.
- 2:40—KGER—Long Beach Band.
- 2:45—KFI, KFSD—Front-Page Farrell.
- KHJ—Two-Ton Baker.
- *KFVD—News.
- KRKD—Organ Moods.
- KWKW—Races and Sports.
- 2:55—KXN—News.
- KGFJ—Sports Flash.
- 3**—KECA, KFMB—Ladies Be Seated.
- KFI, KFSD—Road of Life.
- KHJ, KGB, KVOE—Lionel Hampton Orch.
- KXN, KSDJ—Meet the Missus
- KMPC—Three Alarm.
- KFWB—Bill Anson.
- *KGER, KLAC, KXLA—News.
- KFAC—Musical Favorites.
- KFVD—Hall of Records.
- KGFJ—Sunset and Vine.
- KQWV—Radio Outlook.
- KRKD—Tops in Pop.
- KWKW—Swing Session.
- KWIK—Tom, Dick & Harry.
- KTEV—A Matter of Records.
- 3:05—KGER—Alkali Alex.
- 3:10—KLAC—Tommy Dorsey.
- 3:15—KFI, KFSD—Life Can Be Beautiful.
- *KGIH—News.
- KXLA—Juke Box Matinee.
- KQWV—Sports Matinee.
- KWKW—Races and Sports.
- 3:25—KGFJ—Sports Flash.
- 3:30—KECA—Norwood Smith Selects.
- KFI, KFSD—Aunt Mary.
- KHJ, KGB—Red Hook 31.
- KXN, KSDJ—Arthur Godfrey.
- KMPC—Swing 'n' Sing.
- KWKW—Andy Mansfield.
- *KFAC, KRKD, KWIK—News.
- KGIH—Storybook Man.

KGER for WESTERN MUSIC

Carolina Cotton
3:30-4:00 P.M.
Mon. thru Fri.
1390 on Your DIAL

- KGER—Carolina Cotton.
- 3:35—KRKD—Tea Time Tunes.
- 3:45—KECA—Frances Scully.
- KFI, KFSD—Nora Drake.
- KHJ—Adventure Parade.
- KMPC—Jerry Lawrence.
- KFAC—Songs for Singing.
- 3:55—KFWB—News.
- KGFJ—Sports Flash.
- 4**—KECA—Frances Scully.
- KFI, KFSD—This Woman's Secret.
- *KHJ, KFNM, KGB, KVOE—Fulton Lewis.
- KXN, KSDJ—Hint Hunt.
- *KMPC—News, Eddie Lyon.
- *KGER, KTEV—News.
- KFWB—Dr. McMaster.
- KGFJ—Sunset and Vine.
- *KLAC—News, Sports.
- KXLA—Juke Box Matinee.
- KFAC—Musical Masterpieces.
- KGIH—Off the Record.
- KWIK—1490 Club.
- KWKW—Andy Mansfield.

Best Musical Bet THE EDDIE CHASE SHOW

1920 KG 11 a.m.-12 noon
5000 WATTS 4:00-5:00 p.m.
Monday thru Saturday

Check **KEYD** LOS ANGELES

- KFVD—Eddie Chase Show.
- KRKD—Piano Paintings.
- 4:05—KGER—Musical Roundup.
- 4:15—*KECA—Alvin Wilder.
- *KFI, KFSD—News.
- *KHJ, KFNM, KGB, KVOE—Frank Hemingway.
- KMPC—Jeanne Gray.
- KFWB—Homemakers Unlimited.
- KLAC—Betty Phillips.
- KRKD—Spotlight on Star.
- KQWV—Classics in Music.
- 4:25—KXN—George Fisher.
- KGFJ—Sports Flash.
- 4:30—KECA—Variety Parade.
- KFI—Art Baker's Notebook.
- *KHJ, KVOE—Passing Parade.
- KXN—Club 15.
- KFWB—Music.
- KMPC—Mild and Mellow.

MILD & MELLOW
4:30 to 5 P.M.
Monday Through Friday
KMPC

- KLAC—Racing Roundup.
- *KFVD—News; Sweet & Low.
- KRKD—Symphony in Swing.
- KWKW—Red Cross Drama.
- 4:45—*KHJ, KVOE—News.
- *KXN—Ed R. Murrow.
- KFWB—Stuart Hamblen.
- KLAC—Studio Frolic.
- KQWV—Sports.
- KWIK—Musical Quiz.
- KWKW—Sports Page.
- 4:55—KGFJ—Sports Flash.
- 5**—KECA—Happy Theater.
- *KFI—Feature Wire.
- KHJ—Raggy Ann.
- *KXN—Knox Manning, News.
- *KMPC—News, Teen and Twenty.
- KFWB—Stuart Hamblen.
- *KLAC—Fred Henry Reports.
- KFVD—Sundown Roundup.
- KQWV—Harmony Isle.
- KXLA—Juke Box Matinee.
- KFAC—Sunset Serenade.
- KGFJ—Live at 5.
- KGIH—My Serenade.
- KRKD—Record Rodeo.
- *KWIK—Don Forbes.
- KWKW—Reminiscent Rhythms.
- 5:05—KGER—Harmony Corral.
- 5:15—KECA, KFMB—Terry and the Pirates.
- *KFI—News.
- KHJ, KFNM, KGB, KVOE—Superman.
- KXN—Tom Hanlon.
- KLAC—Picture Album.
- KWKW—Race Roundup.
- 5:30—KECA—Jack Armstrong.
- KFI—Casa Cugat.
- KHJ, KFNM, KGB, KVOE—Captain Midnight.
- *KXN, KSDJ—Charles Collingwood.
- KLAC—Irwin Allen.

Race News

RACE RECAP FIRST ON **KGFJ** 730 ON YOUR DIAL

5:30 p.m. Mon.-Sat. Dial 1230

- KGFJ—Race Recap.
- KFAC—Whoa Bill Club.
- KFVD—Teletext.
- KXLA—Future Pianists.
- *KFOX, KGIH, KWIK—News.
- KRKD—Sports Dial.
- KGER—Stamms Quartet.
- 5:35—KQWV—American Legion.
- KWKW—Easy Listening.
- 5:45—*KFI, KFSD—Elmer Peterson.
- KHJ, KFNM, KGB, KVOE—Tom Mix.
- *KXN, KSDJ—News, Garred.
- KMPC—Top Tunes.
- KLAC—Sam Baller, Sports.
- KXLA—Music for You.
- KFOX—Children Today.
- KGFJ—If They Had Lived.
- KWIK—Ronny Mansfield.
- KRKD—Race Results.
- 5:55—*KXN—Bill Henry.
- KGFJ—Dot Meyberg.
- KXLA—Sports Shots.
- 6**—KECA—Edwin C. Hill.
- KFI, KFSD—Duffy's Tavern.
- *KHJ, KFNM, KGB, KVOE—Gabriel Heatter.
- KXN—Your Song and Mine.
- *KMPC—George Irwin.
- *KFWB—Clete Roberts.
- *KFOX, KLAC—News.
- KFVD—Supper Song.
- KXLA—Pasadena Playhouse.
- KGFJ—Musical Digest.
- KFAC—Musical Memories.
- KGIH—Johnny Grant.
- KRKD—Varieties in Music.
- KWIK—Spotlight on a Star.
- KWKW—Sunset Serenade.
- KGER—Sports Time.
- 6:05—KECA—Animal World Court.
- KLAC—Al Jarvis.
- 6:10—KECA—Sports Desk.
- 6:15—*KECA—News.
- *KHJ, KGB—Mutual Newsreel.
- KMPC—Bob Kelley, Sports.

- KFVD—Arlane Serenade.
- KFWB—Tello-Test.
- KWIK—Allen Rich.
- KRKD—Hawaiian Memories.
- 6:30—*KECA, KFMB—Fox Pop.
- KFI—Hollywood Theater.
- KHJ, KFNM, KGB, KVOE—On the Beam with Bencke.
- KXN, KSDJ—Harvest of Stars.
- KMPC—Bay Meadows.
- KFWB—America Dances.
- KFAC—Hour of Music.
- KFVD—Banner Show.
- KXLA—Music.
- KRKD—Storybook Lady.
- KWKW—Curtain Time.
- KFON—Hall's Memory Room.
- KGER—Helene Smith.
- 6:45—*KFVD—News.
- KRKD—A. F. of I.
- KXLA—Western Caravan.
- KWIK—George Henderson.

FOREST LAWN
Presents
HOLLYWOOD BOWL AUDITIONS
KFI 7 PM WED.

- 7**—KECA, KFMB—Lone Ranger.
- KFI—Hollywood Bowl Auditions.
- KHJ, KGB, KVOE—Casebook of Gregory Hood.
- KXN, KSDJ—The Saint.
- KMPC—Firestone Favorites.
- KFWB—America Dances.
- KFAC—Hour of Music.
- KGFJ—Musical Digest.
- *KGIH—Valley News.
- KLAC—Harness Races.
- KXLA—Saddle Dusters.
- *KRKD—News.
- *KWIK—Averill Berman.
- KWKW—Harness Racing.
- *KGER—News; Dr. Fagan.
- 7:05—KWKW—Musical Horizons.
- 7:15—KGIH—Public Service.
- KWIK—Salon Serenade.
- KXLA—Latin Serenade.
- KRKD—Three-Quarter Time.
- 7:30—KECA, KFMB—Mayor of the Town.
- KFI, KFSD—Jimmy Durante Show.
- KHJ, KFNM, KGB, KVOE—Cisco Kid.
- KXN, KSDJ—The Whistler.
- KMPC—Romance and Rhythm.
- KFWB—Sports Final.
- KLAC—Don Ois.
- KFAC—Edgely and Encore.
- KGIH—Modern Concert Hall.
- KRKD—Do You Know?
- *KWIK—News.
- KXLA—Armstrong Twins.
- KGER—Adventist Church.
- 7:45—*KFOX—News.
- KFWB—Singin' Sam.
- KMPC—Red Rowe.
- KWIK—Music by Martin.
- 8**—KECA, KFMB—Abbott and Costello.
- KFI, KFSD—Supper Club.
- KHJ, KFNM, KGB, KVOE—Name That Song.
- *KXN—Lowell Thomas.
- *KMPC—News, Kenneally.
- KFWB—Jimmy Allen.
- *KGER, KLAC, KXLA—News.
- KFAC—Evening Concert.
- KGIH—Valley Town Meeting.
- KGFJ—Caucasian Memories.
- KWIK—What's the Answer?
- 8:05—KGER—David Rose.

BASEBALL
with Fred Haney
KLAC
8:10 Nights
1:25 Sundays

- 8:10—KLAC—Baseball: Hollywood vs. Portland.
- KMPC—Angels vs. Solons.
- 8:15—*KFI, KFSD—World News.
- KXN—Jack Smith.
- KFWB—United Nations.
- KGFJ—Saludos Amigos.
- KXLA—Evening Serenade.
- 8:30—KECA, KFMB—Reserve.
- KFI, KFSD—The Great Gildersleeve.
- KHJ, KGB, KVOE—Leave It to the Girls.
- KXN, KSDJ—Dr. Christian.
- *KFWB, KWIK—News.
- KXLA—37th Street Corral.

- *KGFJ—Averill Berman, News.
- KGIH—Clem Davies.
- 8:35—*KWIK—Concert Hall.
- 8:45—*KFWB—Sweet Music.
- KGFJ—American Heritage.
- 8:55—KHJ, KFNM, KGB, KVOE—Billy Rose.
- *KXN, KSDJ—News.
- 9—KECA, KFMB—Bing Crosby.
- KFI, KFSD—Dennis Day.
- *KHJ, KFNM, KGB, KVOE—News, Glenn Hardy.
- KXN—Presidential Timbre.
- *KFWB—News.
- KMPC—Baseball.
- KFAC—Evening Concert.
- KXLA—Squeakin' Deacon.
- KGFJ—Hollywood House Party.
- KGIH—Dance Time.
- KLAC—Baseball.
- KWIK—Reading & Dreaming.
- KGER—Bing Crosby Show.
- 9:15—KXN—Clink Room.
- *KHJ—Fleetwood Lawton.
- KFWB—D'Varga Orch.
- 9:30—KECA—Texaco Star Theatre.
- KFI, KFSD—Mr. District Attorney.
- KHJ, KGB, KVOE—Inside of Sports.
- KXN—Banlah.
- KFWB—Unity Daily Word.
- KGER—Music in the Night.
- 9:45—*KFWB—Inquiring Mike.
- KHJ, KGB—Land of the Free.
- *KGIH—News.

NOW 10 P.M.
RICHFIELD REPORTER
KFI
NIGHTLY EXCEPT SAT.

EASTSIDE SHOW
10 TO 12 P.M.
Every Night Except Sunday
KFWB

- KFWB—Eastside Show.
- KLAC, KMPC—Baseball.
- KGFJ—Concert Nocturne.
- KXLA—Olympic Flights.
- KFAC—Lucky Lager Dance.
- KWIK—Michael Roy.
- KGIH—Symphony.
- KGER—Tex Williams.
- 10:15—*KECA—News, Hank Weaver.
- KFI—Music Shop.
- KHJ—Highlights in Music.
- KXN—Boh Eison.
- KMPC—Parade of Hits.
- 10:30—*KECA—Elmer Davis.
- *KFI—Inside the News.
- KHJ—Brother Arlington.
- KXN—Symphonette.
- KLAC—Don Ois.
- KMPC—Frances Holmes Awards.
- KGER—Night at Ranchhouse.
- 10:45—KECA—Here's Your Opportunity.
- KFI—Melody Time.
- *KXN, KSDJ—Ed R. Murrow.
- 10:55—*KFI—Police Bulletins.
- *KLAC—News.
- 11—*KECA—News of Tomorrow.
- *KFI—News.
- *KXN—Nelson Pringle.
- KMPC—Dance Parade.
- KFWB—Eastside Show.
- KLAC—Don Ois.
- KGER—Lucky Lager Time.
- KGFJ—Concert Nocturne.
- KGIH—Juke Box Review.
- KFVD—Spade Conley Time.
- KXLA—Dick Peterson Orch.
- KWIK—Michael Roy.
- 11:15—KECA—E. Felice Quartet.
- KFI—Sam Mince Music.
- KXN—Steve Allen.
- 11:30—KECA—Florentine Gardens.
- KFI—E. Fitzpatrick Orch.
- KXLA—Dance Time.
- 11:40—KXN—Tul. Ois.
- 11:45—*KHJ, KVOE—News.
- *KXLA—Club Congo.
- 11:55—*KECA, KFI, KXN, KMPC—News.

THURSDAY, APRIL 29

*Indicates News Broadcasts.

- 8**—KECA, KFMB—Don McNeill's Breakfast Club.
 KFI, KFSB—Fred Waring.
 KHJ—Rise and Shine.
 KXX—Johnny Murray.
 *KLAC, KMPC, KXLA—News.
 KGFJ—Dr. Frederick Bailes.
 KFWB—Inquiring Mike.
 KFOX, KRKD—Haven of Rest.
 KFAC—Country Church.
 KFVD—Wakeup Ranch.
 KWKW—Rafael Mendez.
 KGIL—Musical Corral.
 KWIK—Eiton Britt.
 *KGER—News, Mizpah.
 KOWL—Album of Song.
- 8:15—*KHJ—News.
 KXX—Lynn Cole.
 KMPC—Markets; Sports.
 KFWB—Club Women's Quiz.
 KGFJ—Public Messenger.
 FLAC—Haynes at the Helms.
 KOWL—Meet the Band.
 KWIK—Wake Up & Live.
- 8:20—KXLA—Music.
 8:25—KXX—Broadway and Vine.
 KMPC—Sports Roundup.
- 8:30—KFI, KFSB—Jack Berch.
 KXX, KSDJ—Grand Slam.
 KMPC—A Song for You.
 KFVD—Easy Listening.
 *KFAC, KFWB, KOWL, KRKD—News.
 KGFJ—Yesterday's Hits.
 KGIL—Speaking of Sports.
 KWKW—Stock Quotations.
 KXLA—Baptist Brothers.
 KWIK—Melody Mustangs.
- 8:35—KRKD—Spotlight Varieties.
 8:45—KFI, KFSB—Lora Lawton.
 *KHJ—News.
 KXX—Rosemary.
 KMPC—Green Light Revue.
 KFWB—Science of Mind.
 KFAC—Unity.
 KGFJ—Dr. R. L. McMaster, Voice of Health.
 KGIL—Coffee Parade.
 KFVD—Vocal Varieties.
 KWIK—Songs of Hope.
 KWKW—Bible Treasury Hour.
 KGER—Bible Treasury.
- 9**—KECA, KFMB—Welcome Travelers.
 *KFI, KGER, KLAC—News.
 *KHJ, KFXM, KGB, KVOE—Kate Smith Speaks.
 KXX—Wendy Warren.
 KMPC—Band Box.
 KFWB—Strolling Tom.
 KGFJ—Your County at Work.
 KGIL—Strappin' Corner.
 KFAC—Morning Concert.
 KOWL—Helen Markham.
 KWIK—Valley Roundup.
 KRKD—Sagebrush Serenade.
 KFVD—Waltz Time.
 KXLA—Prairie Schooner.
 KWKW—Voice of China.
- 9:05—KFI—Ladies' Day.
 KGER—Lutheran Hour.
- 9:15—*KHJ, KFXM, KGB, KVOE—Victor H. Lindlahr.
 KXX—Aunt Jenny.
 KFWB—Morning Melodies.
 KLAC—Rising News.
 KGFJ—Community Chest.
 KGIL—Ballads for You.
 KWKW—Women's League.
 *KFVD—News.
 *KGFJ—Alrotorials.
 9:30—KECA, KFMB—Tom Breneman's Breakfast.
 KHJ—Johnson Family.
 KXX, KSDJ—Helen Trent.
 KFWB—Reminiscing Sam.
 KLAC—Morning Melodies.
 *KOWL, KWKW—News.
 KGFJ—Racing News.
 KGIL—Valley Shopper.
 KGER—John Brown.
 KFVD—Show Tunes.
 KXLA—Bar Nothing Ranch.
 KWIK—Top of Morning.
- 9:45—KFI—Chuck Collins.
 KHJ—Morning Melodies.
 KXX, KSDJ—Our Gal Sunday.
 KFWB—Piano Parade.
 KGFJ—The Judge Speaks.
 KWKW—Union Rescue Mission.
 KFVD—Remembered Rhythms.
 KLAC—Hollywood News.
 *KRKD—News.
- 10**—KECA, KFMB—Galen Drake.
 KFI—Standard School Broadcast.
 *KHJ, KFXM, KGB, KVOE—Glenn Hardy, News.
 KXX—Big Sister.
 *KMPC—News, Eddie Lyon.
 KFWB—Barrel of Dough.
 KGFJ—Record Jackpot.
 KLAC—Al Jarvis Ballroom.
 KXLA—Bar O Ranch.
 KFAC—Serenade.
 KGIL—Come and Get It.
 KOWL—Romance in Music.

- KFVD—Rev. Louis T. Talbot.
 KWIK—Town Crier.
 KRKD—Crazy Rhythm.
 KWKW—Racing Lineup.
- 10:05—KGER—Musical Roundup.
 10:15—KECA, KFMB—Ted Malone.
 KHJ, KFXM, KGB, KVOE—Merv Griffin.
 KXX—Ma Perkins.
 KMPC—Music in the Air.
 *KHJ, KXLA—News.
 KRKD—Dr. Richardson.
 KWKW—Tune-Up Time.
- 10:25—KGFJ—Sports Flash.
 10:30—KECA, KFMB—My True Story
 *KFI—News.
 KHJ—The Judge.
 KXX—Young Dr. Malone.
 KFWB—Maurice Hart.
 *KFAC, KOWI—News.
 KXLA—Woman's World.
 *KFVD—News.
 KRKD—Pop Concert.
 KGIL—Baby-Sitter.
 KWKW—Feature Story.
- 10:45—KFI—Joyce Jordan.
 KXX—Guiding Light.
 KFAC—L. A. Medical Assn.

VIOLET'S SHOPPING HI-LITES CONTEST PRIZES
 Now 10:45 a.m. and 12:30 p.m.

Check KEYD
 LOS ANGELES

- KFVD—Violet.
 KRKD—Midnight Mission.
 KWKW—Races and Sports.
 KOWL—Tune Shop.
- 10:50—KWKW—Tops in Pops.
 10:55—KECA, KFMB—Betty Crocker Magazine.
 KGFJ—Sports Flash.
- 11**—KECA, KFMB—Betty Crocker Magazine.
 KFI, KFSB—Today's Children.
 KHJ—The Happy Gang.
 KXX—Second Mrs. Burton.
 KMPC—Music in the Air.
 KFWB—Maurice Hart.
 KLAC—Al Jarvis Ballroom.
 KFAC—Festival of Music.
 KFOX—Breakfast Club.
 KFVD—Eddie Chase Show.
 *KGER—News.
 KGFJ—Record Jackpot.
 KXLA—Easy Listening.
 KOWL—Tune Shop.
 KGIL—Housewives' Exchange.

- KWKW—Song Parade.
 KWIK—Meet the Band.
 KRKD—Musical Grab Bag.
- 11:15—KECA, KFMB—Dorothy Kilgallen.
 KFI, KFSB—Woman in White.
 KXX—Perry Mason.
 KMPC—Public Service.
 *KXLA—Pasadena News.
 KWKW—Races and Sports.
 KGER—Musical Roundup.
- 11:25—KGFJ—Sports Flash.
 11:30—KECA—Casa Cugat.
 KFI, KFSB—Holly Sloane.
 KHJ, KFXM, KGB, KVOE—Queen for a Day.
 KXX—Nora Drake.
 *KFWB—News; Maurice Hart.
 KMPC—Tops in Pops.
 KXLA—Dinner Bell Roundup.
 *KFOX, KOWI, KRKD—News.
- 11:40—KFI—Betty Crocker.
 11:45—KECA—Between Us Girls.
 KFI—Light of the World.
 KXX, KSDJ—Rose of My Dreams.
 KFAC—Musical Portraits.
 KWKW—Races and Sports.
 KWIK—Broadway Rhythms.
 KRKD—Melody Time.
- 11:55—KGFJ—Sports Flash.
- 12***KECA—Sam Hayes, News.
 KFI—Farm Reporter.
 *KHJ, KVOE—News.
 KXX, KSDJ—Double or Nothing.
 KMPC—Women Are Wonderful.
 KFWB—Maurice Hart.
 KLAC—Al Jarvis Ballroom.
 KFAC—Luncheon Concert.
 KGFJ—Intermission.
 KGIL—Valley News.
 *KWKW—Gordon Baker Lloyd.
 KFVD—Editor of the Air.
 KOWL—Mayor of Melody.
 KWIK—Bing Crosby.
 KRKD—Record Roundup.

BELL TAILORS
 Presents
Dinner Bell Round Up
 12:00 noon, Mon. thru Fri.
KXLA

KXLA—Dinner Bell Roundup.
 12:05—KGER—Texas Tiny.
 12:15—*KECA—Bunkhae Talking.
 KFI, KFSB—Ma Perkins.
 KHJ—Sing, America, Sing.
 KWKW—Races and Sports.
 KGIL—Variety Show.
 *KFXM—News.
 12:25—KGFJ—Sports Flash.

- 12:30—KECA, KFMB—Paul Whiteman Record Club.
 KFI, KFSB—Pepper Young.
 KHJ, KGB, KVOE—Orank Valley Folks.
- *KXX, KSDJ—Knox Manning.
 *KMPC, KOWI, KWIK—News.
 KXLA—Ford Lewis.
 KWKW—Stock Quotations.
 KGIL—Hart and Darling.
 KFVD—Violet.
 KGER—Squeakin' Deacon.
 KGFJ—1230 Club.
- 12:45—KFI, KFSB—Right to Happiness.
 KHJ—Melody Matinee.
 KXX—Organ Music.
 KMPC—Rhythm Rancho.
 KXLA—Top Western Tunes.
 *KFAC—News.
 KWKW—Platter Parade.
- 12:50—*KWKW—Circle 1430 Ranch.
 12:55—*KFWB—News.
 KGFJ—Sports Flash.
- 1**—KECA, KFMB—Paul Whiteman Record Club.
 KFI, KFSB—Backstage Wife.
 KHJ—Melody Matinee.
 KXX, KSDJ—School of the Air.
 KMPC—Major League Ball.
 KFWB—Bill Anson.
 KGFJ—1230 Club.
 *KLAC—News, Sports.
 KFAC—Piano Parade.
 KRKD—Siesta Time.
 KXLA—Community Broadcaster.
 KGIL—Cowboy Music.
 KWIK—Trade Winds.
 KOWL—Show Tunes.
 KGER—Squeakin' Deacon.
 KFI, KFSB—Stella Dallas.
 KHJ—Garry Dixon.
 KLAC—550 Club.
 KFAC—Music in the American Manner.
 KFVD—Piano Parade.
 KXLA—Farm Program.
 KWKW—Races and Sports.
 KFOX—Recital Time.
- 1:20—KWKW—Songs of the Islands.
 1:25—KGFJ—Sports Flash.
 1:30—KECA—Miracles in Music.
 KFI, KFSB—Lorenzo Jones.
 KHJ—Norma Young.
 KXX—Burrill Wheeler.
 KGIL—Homemakers.
 KXLA—Vocal Varieties.
 KWKW—Vocalist Parade.
 *KOWI, KRKD, KWIK—News.
 KFVD—Hall of Records.
 KGER—Western Siesta.
- 1:35—KRKD—Symphony of Song.
 1:45—KECA—Ethel and Albert.
 KFI, KFSB—Young Widder Brown.
- *KXLA—News.
 KOWI—This Day.
 KWKW—Races and Sports.
 1:50—KWKW—Show Time.
 1:55—KGFJ—Sports Flash.
- 2**—KECA, KFMB—Surprise Package.
 KFI, KFSB—When a Girl Marries.
 KHJ, KFXM, KGB, KVOE—Heart's Desire.
 KXX, KSDJ—Winner Take All.
 *KMPC—News, Bill Kenneally.
 KFAC—Mingus.
 KFWB—Bill Anson.
 KGFJ—What's Up.
 KLAC—550 Club.
 KXLA—Concert Hour.
 KOWL—Melody Matinee.
 KGIL—Homemakers.
 KRKD—Women's Clubs.
 KFVD—Hall of Records.
 KFOX—Concert in Miniature.
 KGER—Long Beach Band.
- 2:15—KFI, KFSB—Portia Faces Life.
 KMPC—Three Alarm.
 KRKD—Army Recruiting.
 KWIK—Ronny Mansfield.
 KWKW—Races and Sports.
- 2:20—*KWKW—News.
 2:25—KECA, KFMB—Model Magazine.
 KGFJ—Sports Flash.
- 2:30—KECA, KFMB—Bride and Groom.
 KFI, KFSB—Just Plain Bill.
 KHJ—Hollywood Favorites.
 KXX, KSDJ—House Party.
 *KFWB—News; Bill Anson.
 KRKD—Tunes in Tempo.
 KXLA—Variety Time.
- *KOWI, KWIK—News.
 KWKW—Pasadena Playhouse.
 KGER—Garden School.
- 2:35—KOWI—Contented Listening.
 2:40—KGER—Long Beach Band.
 2:45—KFI, KFSB—Front-Page Farrell.
 KHJ—Two-Ton Baker.
 *KFVD—News.
 KRKD—Organ Moods.
 KWIK—Treasure Chest.
 KWKW—Races and Sports.
- 2:55—*KXX—News.
 KGFJ—Sports Flash.
- 3**—KECA, KFMB—Ladies, Be Seated.

THURSDAY Program Highlights

Morning Programs Appear in Lightface Type; Afternoon and Evening Programs in Boldface.

- Comedy-Variety**
 9:05—Ladies' Day, KFI.
 9:30—Arthur Godfrey, KXX.
 9:00—Music Hall, KFI.
 6:00—Dick Haynes, KXX.
 6:30—Jack Carson, KFI.
 7:30—Henry Morgan, KECA.
 7:30—Eddie Cantor, KFI.
 8:30—Aldrich Family, KFI.
 9:00—Burns and Allen, KFI.
- Quiz, Participation**
 8:00—McNeill's Breakfast Club, KECA.
 8:30—Grand Slam, KXX.
 9:30—Breneman's Breakfast, KECA.
 11:30—Queen for a Day, KHJ.
 12:00—Double or Nothing, KXX.
 2:00—Heart's Desire, KHJ.
 2:15—Three Alarm, KMPC.
 2:30—House Party, KXX.
 2:30—Bride and Groom, KECA.
 3:00—Meet the Missus, KXX.
 7:00—Bob Hawk, KFI.
 9:30—Noah Webster Says, KFI.
- Drama**
 7:00—Reader's Digest, KXX.
- Classical, Semi-Classical Music**
 8:00—Fred Waring, KFI.
- Comment-Narration**
 7:45—Fred Beck, KXX.
 9:00—Kate Smith, KHJ.
 10:00—Galen Drake, KECA.
 10:15—Ted Malone, KECA.
 11:15—Dorothy Kilgallen, KECA.
 1:30—Burrill Wheeler, KXX.
 4:30—Art Baker, KFI.
 4:30—Passing Parade, KHJ.

- Mystery-Detective**
 6:30—Crime Photographer, KXX.
 7:00—Ellery Queen, KECA.
 8:30—Mr. Keen, KXX.
 9:00—FBI in Peace & War, KXX.
- Public Interest-Information**
 1:00—School of the Air, KXX.
 10:15—Mayor Bowron, KFI.
- Sports**
 9:30—Racing, KGFJ.
 10:00—Race Lineup, KWKW.
 1:00—Major League Ball, KMPC.
 5:45—Sam Baller, KLAC.
 5:45—Race Results, KRKD.
 6:15—Bob Kelley, KMPC.
 6:30—Joe Hernandez, KMPC.
 7:00—Harness Races, KLAC.
 9:30—Inside Sports, KHJ.
 9:30—Speaking of Sports, KFOX.
- Recorded Music**
 4:00—Musical Masterpieces, KFAC.
 6:00—Musical Digest, KGFJ.
 7:00—Firestone Favorites, KMPC.
 8:00—Evening Concert, KFAC.
 10:00—Lucky Lager Dance Time, KFAC.
 10:00—Eastside Show, KFWB.
 10:00—Concert Nocturne, KGFJ.
 12:00—Rhapsody in Wax, KHJ.
- Popular-Western Music**
 4:30—Club Fifteen, KXX.
 8:00—Supper Club, KFI.
 8:15—Jack Smith, KXX.
 8:30—Beverly All-Star Revue, KHJ.

KFI, KFSD—Road of Life.
 KHJ, KGB—Alexander's Mediation Board.
 KNX, KSDJ—Meet the Missus.
 KMPC—Three Alarm.
 KFVB—Bill Anson.
 *KGER, KLAC, KXLA—News.
 KFAC—Musical Favorites.
 KFVD—Hall of Records.
 KGFJ—Sunset and Vine.
 KGIL—Round Table.
 KOWL—Radio Outlook.
 KRKD—Tops in Pops.
 KWIK—Tom, Dick & Harry.
 KWKW—Swing Session.
 3:05—KGER—Alkali Alex.
 3:10—KLAC—Tommy Dorsey Show.
 3:15—KFI—Life Can Be Beautiful.
 *KGIL—News.
 KXLA—Juke Box Matinee.
 KWKW—Races and Sports.
 KOWL—Sports Matinee.
 3:25—KGFJ—Sports Flash.
 3:30—KECA—Norwood Smith Selects.
 KFI, KFSD—Aunt Mary.
 KHJ, KGB—Red Hook 3f.
 KNX, KSDJ—Arthur Godfrey.
 KMPC—Swing 'n' Sing.
 KWKW—Andy Mansfield.
 *KFA, KRKD, KWIK—News.
 KGIL—Storybook Man.
 KGER—Carolina Cotton.
 3:35—KRKD—Tea Time Tunes.
 KWIK—Tom, Dick & Harry.
 3:45—KECA—Frances Scully.
 KFI, KFSD—Nora Drake.
 KHJ—Adventure Parade.
 KMPC—Jerry Lawrence.
 KFAC—Songs for Singing.
 3:55—*KFVB—News.
 KGFJ—Sports Flash.

4—KECA—Frances Scully.
 KFI, KFSD—This Woman's Secret.
 *KHJ, KFNM, KGB, KVOE—Fulton Lewis.
 KNX, KSDJ—Hint Hunt.
 *KMPC—News, Eddie Lyon.
 *KGER—News.
 *KFVB—Dr. McMaster.
 *KLAC—News, Sports.
 KXLA—Juke Box Matinee.
 KWKW—Andy Mansfield.
 KFAC—Musical Masterpieces.
 KGIL—Off the Record.
 KFVD—Eddie Chase Show.
 KGFJ—Sunset and Vine.
 KRKD—Piano Paintings.
 KWIK—1490 Club.
 4:05—KGER—Musical Roundup.
 4:15—*KECA—Alvin Wilder.
 *KFI—News.
 *KHJ, KFNM, KGB, KVOE—Frank Hemingway.
 KMPC—Twilight Tales.
 KFVB—Homemakers Unlimited.
 KLAC—Belle Martel.
 KRKD—Spotlight on Star.
 4:25—KNX—George Fisher.
 KGFJ—Sports Flash.
 4:30—KECA—Variety Parade.
 KFI—Art Baker's Notebook.
 *KHJ, KVOE—Passing Parade.
 KNX—Club 15.

MILD & MELLOW
 4:30 to 5 P.M.
 Monday Through Friday
KMPC

KMPC—Mild and Mellow.
 KFVB—Music.
 KLAC—Racing Roundup.
 *KFVD, KOWL—News.
 KRKD—Symphony in Swing.
 KWKW—Pasadena City College.
 KEON—Old Age Pensions.
 4:35—KFVD—Sweet and Low.
 4:45—*KHJ, KVOE—News.
 *KNX—Ed R. Murrow.
 KFVB—Stuart Hamblen.
 KLAC—Music Room.
 *KRKD—News.
 KWIK—Musical Quiz.
 4:50—KWKW—Reminiscent Rhythms.
 4:55—KGFJ—Sports Flash.
5—KECA—Happy Theater.
 *KFI—Feature Wire.
 KHJ—Sleepy Joe.
 *KNX—News, Knox Manning.
 KFVB—Stuart Hamblen.
 *KLAC—Fred Henry Reports.
 KFAC—Sunset Serenade.
 KFVD—Sunset Roundup.
 KGFJ—Jive at 5.
 *KMPC—News, Teen and Twenty.
 KOWL—Harmony Isle.
 KRKD—Record Rodeo.

KGIL—My Serenade.
 KXLA—Juke Box Matinee.
 *KWIK—Don Forbes.
 5:05—KGER—Harmony Corral.
 5:15—KECA, KFMB—Terry and the Pirates.
 *KFI—News.
 KHJ, KFNM, KGB, KVOE—Superman.
 KNX—Tom Hanlon.
 KLAC—Picture Album.
 KWKW—Today at the Races.
 5:30—KECA—Sky King.
 KFI—Casa Cugat.
 KHJ, KFNM, KGB, KVOE—Captain Midnight.
 *KNX, KSDJ—Charles Collingwood.
 *KGIL, KWKW—News.
 KLAC—Irwin Allen.
 KGFJ—Race Recap.
 KFAC—Whoa Bull Club.
 KFVD—Telegest.
 KXLA—Future Pianists.
 *KWIK—Valley News.
 KRKD—Sports Dial.
 KGER—Stamms Quartet.
 5:35—KWKW—Easy Listening.
 5:45—*KFI, KFSD—Elmer Peterson.
 KHJ, KFNM, KGB, KVOE—Adventures of Tom Mix.
 *KNX, KSDJ—News, Garred.
 KMPC—Top Tunes.

SAM BALTER'S
"SPORTS BOOK"
 5:45 - 6:00 p.m.
 Monday through Saturday
KLAC

KLAC—Sam Balter, Sports.
 KXLA—Music for You.
 KRKD—Race Results.
 KWIK—Ronny Mansfield.
 KGER—Melody Mustangs.
 KGFJ—Disabled Veterans.
 KGIL—Music by Martin.
 5:55—*KNX—Bill Henry.
 KXLA—Sports Shots.
6—*KECA—Edwin C. Hill.
 KFI, KFSD—Kraft Music 'All
 *KHJ, KGB, KVOE—Gabriel Heatter.
 KNX, KSDJ—Dick Haymes.
 *KMPC—George Irwin.
 *KFVB—Clete Roberts.
 KGFJ—Musical Digest.
 KFAC—Musical Memories.
 KFVD—Supper Song.
 KXLA—Pasadena C. C.
 KGIL—Johnny Grant.
 *KLAC—News, Al Jarvis.
 *KWKW—Sunset Serenade.
 KRKD—Varieties in Music.
 KGER—Sports Time.
 6:05—KECA—Animal World Court.
 6:10—KECA—Sports Desk.
 6:15—*KECA—News.
 *KHJ, KGB—Mutual Newsreel.
 KMPC—Bob Kelley, Sports.
 KFVB—Tello-Test.
 KFVD—Airplane Serenade.
 KXLA—Technocracy.
 KWIK—Sport Programs.
 KRKD—Hawaiian Memories.
 6:30—KECA—The Smiths of Hollywood.
 KFI, KFSD—Jack Carson.
 KHJ, KFNM, KGB, KVOE—Roger Kilgore.
 KNX, KSDJ—Crime Photographer.
 KMPC—Bay Meadows.
 KFVB—America Dances.
 KFAC—Hour of Music.
 KFVD—Banner Show.
 KXLA—Property Owners.
 KRKD—Storybook Lady.
 KGER—Helene Smith.
 KFOX—Hal's Memory Room.
 KWKW—Curtain Time.
 6:45—*KFVD—News.
 KWIK—Date for Dinner.
 KXLA—Western Caravan.
7—KECA, KFMB—Ellery Queen.
 KFI, KFSD—Bob Hawk Show
 KHJ, KFNM, KGB, KVOE—Family Theatre.
 KNX, KSDJ—Reader's Digest.
 KMPC—Firestone Favorites.
 KFVB—America Dances.
 KFAC—Hour of Music.
 KGFJ—Musical Digest.
 KLAC—Harness Races.
 *KRKD—News.
 *KGIL—Valley News.
 KXLA—Saddle Riders.
 *KWIK—Averill Berman.
 *KGER—News: Dr. Fagan.
 *KWKW—Harness Races.
 7:05—KWKW—Musical Horizons.
 7:15—KFOX—Fishing Pals.
 KXLA—Latin Serenade.
 KWIK—Decision Now.
 KRKD—Three-Quarter Time.

7:30—KECA, KFMB—Henry Morgan Show.
 KFI, KFSD—Eddie Cantor.
 KHJ, KFNM, KGB, KVOE—Red Ryder.
 KNX, KSDJ—First Nighter.
 KMPC—Romance and Rhythm.
 KFVB—Sports Final.
 KLAC—Don Otis.
 KGIL—Modern Concert Hall.
 KFAC—Echoes and Encores.
 KGER—Markham.
 *KWIK—News, Music.
 KXLA—Armstrong Twins.
 KRKD—Do You Know?
 KFOX—Pet Parade.
 7:45—*KFVB—Singing Sam.
 KMPC—Red Rowe.
 KWIK—Blue Barron.
8—KECA, KFMB—Willie Piper.
 KFI, KFSD—Supper Club.
 KHJ, KFNM, KGB, KVOE—The Falcon.
 *KNX—Lowell Thomas.
 *KMPC—News, Bill Kenneally.
 KFVB—Jimmy Allen.
 *KGER, KLAC, KXLA—News.
 KGIL—Modern Concert Hall.
 KFAC—Evening Concert.
 KGFJ—Caucasian Memories.
 KWIK—What's the Answer?
 KFOX—Long Beach Forum.
 8:05—KGER—Nazarene Church.
 8:10—KLAC—Hollywood vs. Portland.
 KMPC—Baseball: L. A. Angels vs. Sacramento Solons.
 8:15—*KFI, KFSD—World News.
 KNX—Jack Smith.
 KGFJ—Saludos Amigos.
 KXLA—Evening Serenade.
 KGIL—Camera Clinic.
 8:30—KECA, KFMB—Candid Microphone.
 KFI, KFSD—Aldrich Family.
 KHJ, KFNM—Revere All-Star Revue.
 KNX, KSDJ—Mr. Keen.
 *KFVB, KWIK—News.
 *KGFJ—Averill Berman, News.
 KGIL—Weatherman.
 KXLA—97th Street Corral.
 KFOX—Judge Gardner.
 KGER—Clem Davies.
 8:35—KWIK—Concert Hall.
 8:45—KHJ—J. Wolohan Orch.
 KFVB—Sweet Music.
 KGFJ—American Heritage.
 KGIL—Guest Star.
 8:55—KHJ, KGB, KVOE—Billy Rose
 *KNX, KSDJ—News.
9—KECA—Mr. President.
 KFI, KFSD—Burns and Allen.
 *KHJ, KFNM, KGB, KVOE—News, Glenn Hardy.
 KNX, KSDJ—F.B.I. in Peace and War.
 *KFVB, KGER—News.
 KLAC, KMPC—Baseball.
 KXLA—Squeakin' Deacon.
 KFAC—Evening Concert.
 KFOX—Fishing Facts.
 KGFJ—Hollywood House Party.
 KGIL—Dance Time.
 KWIK—Reading & Dreaming.
 9:15—*KHJ—Fleetwood Lawton.
 KFVB—D'Yarga Orch.
 9:30—KECA—Reserve.
 KFI, KFSD—Noah Webster Says.
 KHJ, KGB, KVOE—Inside of Sports.
 KNX—Beulah.
 KFVB—Unity Daily Word.
 KFOX—Speaking of Sports.
 KGER—Music in the Night.
 9:45—*KHJ, KFNM, KGB, KVOE—Newscope.
 KFVB—Inquiring Mike.
 *KGIL—News.

NOW
10 P.M.
RICHFIELD REPORTER
KFI
 NIGHTLY EXCEPT SAT.

10—KECA—Casa Cugat.
 *KFI, KFSD—The Reporter.
 *KHJ, KFNM, KGB—Fulton Lewis.
 *KNX—Chet Huntley, News.
 KFVB—Eastside Show.
 KLAC, KMPC—Baseball.
 KGFJ—Concert Nocturne.
 KGER—Joe Williams.
 KGIL—Symphony.
 KWIK—Michael Roy.
 KFAC—Lucky Lager Dance.
 *KXLA—Peter de Lima.
 10:15—*KECA—News, Hank Weaves.
 KFI—Mayor Bowron.

EASTSIDE SHOW
 10 TO 12 P. M.
 Every Night Except Sunday
KFWB

KNX—Bob Elson.
 KHJ—Highlights in Music.
 KMPC—Parade of Hits.
 KXLA—Washington Speaks.
 10:30—KECA—V. D.
 *KFI—Inside the News.
 KHJ—Brother Arlington.
 KLAC—Don Otis.
 KXLA—Hawthorne Thing.
 KGER—At the Ranchhouse.
 10:45—KFI—Melody Tims.
 10:55—KFI—Police Bulletins.
 *KLAC—News.
11—KECA—V. D.
 *KFI—News.
 *KNX—Nelson Pringle.
 KMPC—Dance Parade.
 KFVB—Eastside Show.
 KLAC—Don Otis.
 KXLA—Juke Box Review.
 KWIK—Michael Roy.
 KGER—At the Ranchhouse.
 11:15—KFI—Proudly We Hall.
 KNX—Steve Allen.
 11:30—KECA—Florentine Gardens.
 KXLA—Bandstand Review.
 11:40—KNX—Of Men and Books.
 11:45—KFI—Melodiana.
 *KHJ, KVOE—News.
 KXLA—Club Congo.
 11:55—*KECA, KFI, KNX, KMPC—News.

KXLA Presents
ALEX COOPER
 Pickupacupplebucks
COOPER
 12:00 - 5:00 A.M.
 TUESDAY THRU SUNDAY

RESEARCH
 When Christy, Vaughn Monroe's three-year-old daughter, wasn't feeling well recently, the CBS maestro called the family doctor. The youngster had completely recovered that evening when Vaughn returned home and asked about the M.D.'s visit. "He 'phoned' my insides," was the solemn information from Christy, "to find out what was the matter with them."
 ★
GRAND RAPIDS
 To simulate the sound of water falling from a height during a recent CBS "Lum and Abner" broadcast, soundman Ralph Cummings stood on a high stool and poured H2O from a bucket into a galvanized tub. As a result of the gusher, Cummings mopped himself and the studio floor for fifteen minutes after the program.
 Page Twenty-five

FRIDAY, APRIL 30

*Indicates News Broadcasts.
8—KECA, KFMB—Don McNeill's
 Breakfast Club.

KFI, KFSD—Fred Waring.
 KHJ—Rise and Shine.
 KXX—Johnny Murray.

*KLAC, KMPC, KXLA—News.
 KFVB—Inquiring Mike.
 KGFJ—Dr. Frederick Bailes.
 KFAC—Bible Institute

KFAC—Country Church.
 KFVD—Wakeup Ranch.
 KOWL—Album of Song.
 KWKW—Rafael Mendez.
 KWIK—Eiton Britt.

KGIL—Musical Corral.
 *KGER—News, Mizpah.
8:15—KHJ—News.
 KXX—Lynn Cole.

KMPC—Markets; Sports.
 KFVB—Morning Melodies.
 KGFJ—Public Messenger.
 KLAC—Haynes at the Reins.
 KOWL—Meet the Band.
 KWIK—Wake Up & Live.

8:20—KXLA—Music.
8:25—KXX—Broadway and Vine.
 KMPC—Sports Roundup.

8:30—KFI, KFSD—Jack Berch.
 KXX, KSDJ—Grand Slam.
 KMPC—A Song for You.
 *KFAC, KFVB, KOWL,
 KRKD—News.

KGFJ—Yesterday's Hits.
 KXLA—Haven of Rest.
 KFVD—Easy Listening.
 KGIL—Speaking of Sports.
 KWKW—Stock Quotations.
 KWIK—Melody Mustangs.
 KGER—Hammond.

8:35—KRKD—Spotlight Varieties.
8:45—KFI, KFSD—Lora Lawton.
 KXX—News.

*KXJ—Rosemary.
 KMPC—Green Light Revue.
 KFVB—Science of Mind.
 KFAC—Unity.

KGJJ—Dr. R. L. McMaster.
 KFVD—Vocal Varieties.
 KOWL—Guest Star.
 KWIK—Songs of Hope.
 KWKW—Bible Treasury Hour
 KGIL—Coffee Parade.
 KGER—Bible Treasury.

9—KECA, KFMB—Welcome,
 Travelers.
 *KFI, KGER, KLAC—News.
 KXX—Wendy Warren.

KHJ, KFXM, KGB, KVQE—
 Kate Smith Speaks.
 KFAC—Morning Concert.
 KFVB—Strolling Tom.
 KGFJ—Your L. A. Police.
 KGIL—Swappin' Corner.
 KMPC—Band Box.

KOWL—Helen Markham.
 KRKD—Sagebrush Serenade.
 KWKW—Voice of China.
 KFVD—Waltz Time.
 KXLA—Prairie Schooner.
 KWIK—Valley Roundup.

9:05—KFI—Ladies' Day.
 KGER—Lutheran Hour.
9:15—KHJ, KFXM, KGB, KVQE—
 Victor H. Lindlahr.

KXX—Aunt Jenny.
 KFVB—Morning Melodies.
 *KFVD—News.
 KGFJ—Social Security.
 KGIL—Ballads for You.
 KLAC—Racing News.
 KOWL—Radio Revival.
 KWIK—Three's a Company.
 KWKW—Women's League.
9:20—KGFJ—Aerotrials.

9:30—KECA, KFMB—Tom
 Breneman's Breakfast.
 KXX, KSDJ—Helen Trent.
 KHJ—Johnson Family.
 KLAC—Morning Melodies.
 KFVB—Reminiscing Sam.

*KOWL, KWKW—News.
 KGFJ—Racing News.
 KFVD—Show Tunes.
 KGIL—Valley Shopper.
 KGER—John Brown.
 KWIK—Top o' Morning.
 KXLA—Bar Nothing Ranch.

9:45—KFI—Chuck Collins.
 KHJ—Morning Melodies.
 KXX, KSDJ—Our Gal Sunday.
 KFVB—Piano Parade.
 KFVD—Remembered Rhythms.
 KGFJ—Veterans' Housing.
 KLAC—Hollywood News.
 KOWL—Full Gospel.

*KRKD—News.
 KWKW—Union Rescue
 Mission.

10—KECA, KFMB—Galen Drake.
 KFI—Downtown and All
 Around.
 KXX—Big Sister.

*KHJ, KFXM, KGB, KVQE—
 News, Glenn Hardy.
 *KMPC—News, Eddie Lyon.
 KFVB—Barrel of Dough.
 KLAC—Al Jarvis Ballroom.

KXLA—Racing News.
 KFAC—Serenade.
 KGFJ—Record Jackpot.
 KOWL—Romance in Music.
 KRKD—Crazy Rhythms.
 KXLA—Bar O Ranch.
 KFVD—Rev. Louis T. Talbot.
 KWIK—Town Crier.

KGIL—Come and Get It.
10:05—KGER—Musical Roundup.
10:15—KECA, KFMB—Ted Malone.
 KFI—What Do You Say?
 KXX—Ma Perkins.
 KHJ, KFXM—Merv Griffin.
 KMPC—Music in the Air.

*KGIL, KXLA—News.
 KWKW—Tune-Up Time.
 KRKD—Dr. Richardson.
 KFOY—Assembly of God.
10:25—KGFJ—Sports Flash.
10:30—KECA, KFMB—My True Story
 *KFI—News.
 KXX—Young Dr. Malone.
 KHJ—The Judge.

*KFAC, KOWL—News.
 KFVB—Maurice Hart.
 KRKD—Pop Concert.

11—KECA, KFMB—Betty Crocker.
 KFI, KFSD—Today's Children.
 KHJ—Happy Gang.
 KXX—Second Mrs. Burton.
 KMPC—Stars of Song.
 KLAC—Al Jarvis Ballroom.
 KFVB—Strolling Tom.
 KGFJ—Your L. A. Police.
 KGIL—Swappin' Corner.
 KMPC—Band Box.

KOWL—Helen Markham.
 KRKD—Sagebrush Serenade.
 KWKW—Voice of China.
 KFVD—Waltz Time.
 KXLA—Prairie Schooner.
 KWIK—Valley Roundup.

9:05—Ladies' Day, KFI.
3:30—Arthur Godfrey, KXX.
6:00—Frank Morgan, KXX.
6:30—Ozzie & Harriet, KXX.
7:30—Spike Jones, KXX.
9:00—Baby Snooks, KXX.

8:00—McNeill's Breakfast Club,
 KECA.
8:30—Grand Slam, KXX.
9:30—Breneman's Breakfast,
 KECA.
11:30—Queen for a Day, KHJ.
12:00—Double or Nothing, KXX.
2:00—Heart's Desire, KHJ.
2:15—Three Alarm, KMPC.
2:30—House Party, KXX.
2:30—Bride and Groom, KECA.
3:00—Meet the Missus, KXX.
6:00—People Are Funny, KFI.
6:30—Information Please, KHJ.
8:30—Can You Top This? KFI.
9:00—Break the Bank, KECA.

7:45—Fred Beck, KXX.
9:00—Kate Smith, KHJ.
10:00—Galen Drake, KECA.
10:15—What Do You Say? KFI.
10:15—Ted Malone, KECA.
1:30—Burritt Wheeler, KXX.
4:30—Art Baker, KFI.
4:30—Passing Parade, KHJ.

9 Years on the Air
BOB and MARIAN LEE
"WOMAN'S WORLD"
K X L A
10:30 a.m. Mon.-Fri.

KXLA—Woman's World.
 KWKW—Feature Story.
 KGIL—Baby-Sitter.
 *KFVD—News.

10:45—KFI—Joyce Jordan.
 KXX—Guiding Light.
 KFAC—Salvation Army Band.
 KFVD—Violet.
 KOWL—On the Social Side.
 KRKD—Midnight Mission.
 KWKW—Races and Sports.

10:50—KWKW—Tops in Pops.
10:55—KECA, KFMB—Betty Crocker
 Magazine of the Air.
 KGFJ—Sports Flash.

11—KECA, KFMB—Betty Crocker.
 KFI, KFSD—Today's Children.
 KHJ—Happy Gang.
 KXX—Second Mrs. Burton.
 KMPC—Stars of Song.
 KLAC—Al Jarvis Ballroom.
 KFVB—Strolling Tom.
 KGFJ—Your L. A. Police.
 KGIL—Swappin' Corner.
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10:15—What Do You Say? KFI.
10:15—Ted Malone, KECA.
1:30—Burritt Wheeler, KXX.
4:30—Art Baker, KFI.
4:30—Passing Parade, KHJ.

10:05—KGER—Musical Roundup.
10:15—KECA, KFMB—Ted Malone.
 KFI—What Do You Say?
 KXX—Ma Perkins.
 KHJ, KFXM—Merv Griffin.
 KMPC—Music in the Air.

*KGIL, KXLA—News.
 KWKW—Tune-Up Time.
 KRKD—Dr. Richardson.
 KFOY—Assembly of God.
10:25—KGFJ—Sports Flash.
10:30—KECA, KFMB—My True Story
 *KFI—News.
 KXX—Young Dr. Malone.
 KHJ—The Judge.

*KFAC, KOWL—News.
 KFVB—Maurice Hart.
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10:15—Ted Malone, KECA.
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4:30—Art Baker, KFI.
4:30—Passing Parade, KHJ.

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6:00—People Are Funny, KFI.
6:30—Information Please, KHJ.
8:30—Can You Top This? KFI.
9:00—Break the Bank, KECA.

KOWL—Tune Shop.
 KGIL—Housewives' Exchange.
 KRKD—Musical Grab Bag.
 *KGER—News.

KWKW—Traffic Quiz.
 KWIK—Meet the Band.
11:15—KECA, KFMB—Listening Post
 KFI, KFSD—Woman in White
 KXX—Perry Mason.
 KMPC—Voice of Neighbor-
 hood.

*KXLA—Pasadena News.
 KWIK—Sunny Side.
 KWKW—Races and Sports.
 KGER—Musical Roundup.

11:20—KWKW—Stairway to Music.
11:25—KGFJ—Sports Flash.
11:30—KECA—Casa Cugat.
 KFI, KFSD—Holly Sloane.
 KXX—Nora Drake.

KHJ, KFXM, KGB, KVQE—
 Queen for a Day.
 KMPC—Tops in Pops.
 *KFVB—News, Maurice Hart.
 KXLA—Dinner Bell Roundup.

*KFOY, KOWL, KRKD—News.
 *KWIK—News, Music.
11:40—KFI, KFSD—Betty Crocker.

11:45—KECA—Between Us Girls.
 KFI—Light of the World.
 KXX—Rose of My Dreams.
 KFAC—Musical Portraits.
 KWKW—Races and Sports.
 KRKD—Melody Time.
 KWIK—Broadway Rhythms.

11:55—KGFJ—Sports Flash.

12—KECA—News, Sam Hayes.
 KFI—Farm Reporter.
 *KHJ—News.
 KXX, KSDJ—Double or
 Nothing.
 KMPC—Women Are Wonder-
 ful.

KLAC—Al Jarvis Ballroom.
 KFAC—Luncheon Concert.
 KFVD—Editor of the Air.
 KFVB—Maurice Hart.
 KGFJ—Intermission.
 KXLA—Dinner Bell Roundup.
 KOWL—Mayor of Melody.
 KRKD—Record Roundup.

*KGIL, KGER—News.
 KWIK—Bing Crosby.
 KWKW—Pasadena Panorama.
12:05—KGER—Texas Tiny.

12:15—KECA—Baukhage Talking.
 KFI, KFSD—Ma Perkins.
 KHJ—Sing, America, Sing.
 KWKW—Races and Sports.
 KGIL—Real Estate Show.

12:25—KGFJ—Sports Flash.

12:30—KECA, KFMB—Paul White-
 man Record Club.
 KFI, KFSD—Pepper Young.
 *KXX, KSDJ—Knox Manning.
 KHJ, KGB, KVQE—Ozark
 Valley Folks.

*KMPC, KOWL, KWIK—News.
 KXLA—Ford Lewis.
 KGIL—Hart and Darling.

12:45—KECA—Between Us Girls.
 KFI—Light of the World.
 KXX—Rose of My Dreams.
 KFAC—Musical Portraits.
 KWKW—Races and Sports.
 KRKD—Melody Time.
 KWIK—Broadway Rhythms.

12:55—KGFJ—Sports Flash.

1—KECA, KFMB—Paul White-
 man Record Club.
 KFI, KFSD—Backstage Wife.
 KXX, KSDJ—School of the
 Air.
 KHJ—Melody Matinee.
 KMPC—Major League Ball.
 KFVB—Bill Anson.

*KLAC—News, Sports.
 KFAC—Piano Parade.
 *KFVD—News.
 KGFJ—1230 Club.
 KXLA—Community Broad-
 caster.

KOWL—Show Tunes.
 KRKD—Siesta Time.
 KWIK—Trade Winds.
 KGIL—Valley Rangers.
 KGER—Squeakin' Deacon.
1:15—KFI, KFSD—Stella Dallas.
 KHJ—Nancy Dixon.
 KLAC—570 Club.
 KXLA—Farm Program.
 KFAC—Music in the Amer-
 ican Manner.
 KFVD—Piano Parade.
 KWKW—Races and Sports.
 KWIK—Charlie Hamp.

1:20—KWKW—Song of the Islands.
1:25—KGFJ—Sports Flash.
1:30—KECA—Quizlike.
 KFI, KFSD—Lorenzo Jones.
 KXX—Burritt Wheeler.
 KHJ—Norma Young.
 KXLA—Vocal Varieties.
 KGIL—Hall of Records.
 KOWL—Homemakers.

*KOWL, KRKD, KWIK—News.
 KWKW—Vocal Parade.
 KFOY—Poly High.
 KGER—Western Siesta.

1:35—KRKD—Symphony of Song.
1:45—KECA—Ethel and Albert.
 KFI, KFSD—Young Widder
 Brown.
 KOWL—This Day.

*KXLA—News.
 KWKW—Races and Sports.
 KWIK—Matinee Melodies.
1:50—KWKW—Show Time.
1:55—KGFJ—Sports Flash.

2—KECA, KFMB—Surprise
 Package.
 KFI, KFSD—When a Girl
 Marries.
 KHJ, KFXM, KGB, KVQE—
 Heart's Desire.
 KXX, KSDJ—Winner Take
 All.

*KMPC—News, Kenneally.
 KFVB—Bill Anson.
 KLAC—570 Club.
 KFAC—Matinee.
 KGFJ—What's Up.
 KXLA—Concert Hour.
 KFVD—Hall of Records.
 KOWL—Melody Matinee.
 KRKD—Board of Supervisors.
 KWIK—Mrs. Goes Shopping.
 KGIL—Homemakers.
 KFOY—Concert in Miniature.
 KGER—Long Reach Band.

2:15—KFI, KFSD—Portia Faces
 Life.
 KMPC—Three Alarm.
 KRKD—Musical Bouquet.
 KWIK—Ronny Mansfield.
 KWKW—Races and Sports.

2:20—KWKW—News.
2:25—KECA, KFMB—Model
 Magazine.
 KGFJ—Sports Flash.

2:30—KECA, KFMB—Bride and
 Groom.
 KFI, KFSD—Just Plain Bill.
 KHJ, KGB, KVQE—Hollywood
 Favorites.
 KXX, KSDJ—House Party.

*KFVB—News.
 KWKW—Platter Parade.
 *KOWL, KWIK—News.
 KXLA—Musical Serenade.
 KRKD—Tunes in Tempo.
 KGER—Garden School.

2:35—KOWL, KWIK—Music.
2:40—KGFJ—Long Beach Band.
2:45—KFI, KFSD—Front-Page
 Farrell.
 KHJ—Two-Ton Baker.

*KFVD—News.
 KWKW—Races and Sports.
 KRKD—Organ Moods.

2:55—KXX—News.
 KGFJ—Sports Flash.

3—KECA, KFMB—Ladies,
 Be Seated.
 KFI, KFSD—Road of Life.
 KHJ, KVQE—Leave It to the
 Girls.
 KXX, KSDJ—Meet the Missus.

FRIDAY Program Highlights

Morning Programs Appear in Lightface Type; Afternoon and
 Evening Programs in Boldface.

KMPC—Three Alarm.
 KFVB—Bill Anson.
 ★KGER, KLAC, KNLA—News.
 KGFJ—Sunset and Vine.
 KGIL—Social Whirl.
 KOWL—Radio Outlook.
 KFAC—Musical Favorites.
 KRKD—Tops in Pops.
 KWKW—Swing Session.
 KFVD—Hall of Records.
 KWIK—Tom, Dick & Harry.
 3:05—KGER—Alkali Alex.
 3:10—KLAC—Tommy Dorsey Show.
 3:15—KFI—Life Can Be Beautiful.
 ★KGIL—News.
 KNLA—Juke Box Matinee.
 KWKW—Races and Sports.
 KOWL—Sports Matinee.
 2:25★KHJ—News.
 KGFJ—Sports Flash.
 3:30—KECA—Norwood Smith Selects
 KFI, KFSD—Aunt Mary.
 KHJ, KGB—Red Hook 31.
 KNX, KSDJ—Arthur Godfrey.
 KMPC—Swing 'n' Sing.
 KWKW—Andy Mansfield.
 ★KFAC, KRKD, KWIK—News.
 KGIL—Storybook Man.
 3:35—KRKD—Tea Time Tunes.
 KWIK—Tom, Dick & Harry.
 3:45—KECA—Frances Scully.
 KFI, KFSD—Nora Drake.
 KHJ—Adventure Parade.
 KMPC—Jerry Lawrence.
 KFAC—Songs for Singing.
 3:55★KFVB—News.
 KGFJ—Sports Flash.
 4—KECA—Frances Scully.
 KFI, KFSD—This Woman's Secret.
 ★KHJ, KFXM, KGB, KVOE—Fulton Lewis.
 KNX, KSDJ—Hint Hunt.
 ★KMPC—News, Eddie Lyon.
 ★KGER—News.
 ★KLAC—News, Sports.
 KNLA—Juke Box Matinee.
 KFVB—Dr. McMaster.
 KWKW—Andy Mansfield.
 KGFJ—Sunset and Vine.
 KFVD—Fiddle Chase Show.
 KRKD—Piano Masterpieces.
 KFAC—Musical Masterpieces.
 KWIK—149th Club.
 KGIL—Off the Record.
 4:05—KGER—Musical Roundup.
 4:15★KECA—Alvin Wilder.
 ★KFI—News.
 ★KHJ, KFXM, KGB—Frank Hemingway.
 ★KNX—Nelson Pringle.
 KMPC—Jeanne Gray.
 KFVB—Humemakers Unlimited.
 KLAC—Dinning Sisters.
 KOWL—Classics in Music.
 KRKD—Spotlight on Star.
 4:25—KNX—George Fisher.
 KGFJ—Sports Flash.
 4:30—KECA—Variety Parade.
 KFI—Art Baker's Notebook.
 ★KHJ, KVOE—Passing Parade.
 KNX—Club 15.
 KFVB—Music.
 ★KFVD, KOWL—News.
 KLAC—Racing Roundup.
 KRKD—Symphony in Swing.

MILD & MELLOW

4:30 to 5 P.M.
 Monday Through Friday

KMPC

KMPC—Mild and Mellow.
 KWKW—John Muir College.
 KFOX—Old Age Pensions.
 4:35—KFVD—Sweet and Low.
 4:45★KHJ, KVOE—News.
 ★KNX—Ed R. Murrow.
 KFVB—Stuart Hamblen.
 KLAC—Studio Frolic.
 ★KRKD—News.
 KWKW—Musical Quiz.
 KWKW—Sports Page.
 4:55—KGFJ—Sports Flash.
 5—KECA—Happy Theater.
 ★KFI—Feature Wire.
 ★KNX, KSDJ—Knox Manning.
 KHJ—Raggedy Ann.
 ★KMPC—News, Teen and Twenty.
 KFVB—Stuart Hamblen.
 ★KLAC—Fred Henry Reports.
 KFAC—Sunset Serenade.
 KFVD—Sundown Roundup.
 KGFJ—Jive at Five.
 KOWL—Harmony Isle.
 KRKD—Record Rodeo.
 KNLA—Juke Box Matinee.
 ★KWIK—Don Forbes.
 KWKW—Reminiscent Rhythms.

KGIL—My Serenade.
 5:05—KGER—Harmony Corral.
 5:15—KECA, KFMB—Terry and the Pirates.
 ★KFI, KFSD—News.
 KHJ, KFXM, KGB, KVOE—Superman.
 KNX—Tom Hanlon.
 KLAC—Picture Album.
 KWKW—Race Roundup.
 KWIK—Sunset Serenade.
 5:30—KECA—Jack Armstrong.
 KHJ, KFXM, KGB, KVOE—Captain Midnight.
 KFI—Casa Cugat.
 ★KNX—Charles Collingwood.
 ★KFOX, KWIK—News.
 KLAC—Irwin Allen.
 KFAC—Whoa Bill Club.
 KFVD—Telequest.
 KGFJ—Race Recap.
 KNLA—Future Pianists.
 KRKD—Sports Dial.
 KGER—Stamps Quartet.
 5:35—KOWL—American Legion.
 KWKW—Easy Listening.
 5:45★KFI, KFSD—Elmer Peterson.
 KHJ, KFXM, KGB, KVOE—Adventures of Tom Mix.
 ★KNX, KSDJ—News, Garred.
 KMPC—Top Tunes.
 KLAC—Sam Balter, Sports.
 KNLA—Music for You.
 KGFJ—If They Had Lived.
 KWKW—Ronny Mansfield.
 KRKD—Race Results.
 KGER—Melody Mustangs.
 KGIL—Afternoon Matinee.
 5:55★KNX—Bill Henry.
 KGFJ—Dot Meyberg.
 KNLA—Sports News.
 6★KECA—Edwin C. Hill.
 KFI, KFSD—People Are Funny.
 ★KHJ, KFXM, KGB, KVOE—Gabriel Heatter.
 KNX, KSDJ—Morgan-Ameche-Langford Show.
 ★KFVB—Clete Roberts.
 ★KMPC—George Irwin.
 ★KFOX, KLAC—News.
 KGFJ—Musical Digest.
 KFAC—Musical Memories.
 KFVD—Supper Song.
 KOWL—Italian Program.
 KNLA—Muir College.
 KRKD—Varieties in Music.
 KGIL—Johnny Grant.
 KGER—Sports Time.
 KWIK—Spotlight on a Star.
 KWKW—Sunset Serenade.
 6:05—KECA—Animal World Court.
 KLAC—Al Jarvis Ballroom.
 6:10—KECA—Sports Desk.
 6:15★KECA—News.
 ★KHJ, KGB—Mutual Newsreel.
 KMPC—Bob Kelley, Sports.
 KFVD—Airline Serenade.
 KFVB—Tello-Test.
 KNLA—Women's Clubs.
 KRKD—Hawaiian Memories.
 6:30—KECA—The Sheriff.
 KFI, KFSD—Waltz Time.

CITIZENS NATIONAL BANK
 Presents
INFORMATION PLEASE
 6:30 P. M. — KHJ — FRIDAY

KHJ, KFXM, KGB, KVOE—Information Please.
 KNX—Ozzie and Harriet.
 KMPC—America Dances.
 KFAC—Hour of Music.
 KFVD—Banner Show.
 KNLA—Variety in Music.
 KRKD—Storybook Lady.
 KFOX—Hal's Memory Rogn.
 KGER—Helene Smith.
 ★KOWL—News.
 KWKW—Curtain Time.
 6:35—KOWL—Evening Serenade.
 6:45—KECA—Casa Cugat.
 ★KFVD—News.
 KNLA—Western Caravan.
 KRKD—A. F. of L.
 6:55—KECA, KFMB—Champion Roll Call.
 ★KNX—Bill Henry.
 7—KECA, KFMB—Cavalcade of Sports.
 KFI—Hank McCune Show.
 KHJ, KFXM, KGB, KVOE—Meet the Press.
 KNX, KSDJ—Reserve.
 KMPC—Firestone Favorites.
 KFVB—America Dances.
 ★KGER, KRKD—News.
 KLAC—Harness Races.
 KNLA—Saddle Dusters.
 KFAC—Hour of Music.

KGFJ—Musical Digest.
 ★KWIK—Averil Berman.
 KWKW—Harness Racing.
 7:05—KGER—Fagan.
 KWKW—Musical Horizons.
 7:15—KFOX—Fishing Pals.
 KGIL—Public Service.
 KNLA—Latin Serenade.
 KRKD—Three-Quarter Time.
 KWIK—Guest Star.
 7:30—KECA—American Sports Page
 KFI, KFSD—Sports Newsreel.
 KHJ, KFXM, KGB, KVOE—Cisco Kid.
 KNX—Spike Jones and Dorothy Shay.
 KMPC—Romance and Rhythm.
 KFVB—Sports Final.
 KLAC—Don Otis.
 KFAC—Echoes and Encores.
 KNLA—Armstrong Twins.
 KRKD—Do You Know?
 ★KWIK—News, Music.
 KGIL—Modern Concert Hall.
 7:45—KFI—Sports Folio.
 KFVB—Singin' Sam.
 KMPC—Red Rowe.
 ★KFOX—News.
 KLAC—Dugout Dope.
 KRKD—Father Vaughan.
 KWIK—Music by Martin.
 8—KECA, KFMB—Fat Man.
 KFI, KFSD—Supper Club.
 KHJ—Par Answer Game.
 KNX—Lowell Thomas.
 ★KMPC—News, Kenneally.
 KFVB—Jimmy Allen.
 ★KGER, KLAC, KNLA—News.
 KFAC—Evening Concert.
 KGFJ—Caucasian Memories.
 KRKD—County Barn Dance.
 KGIL—Modern Concert Hall.
 KWIK—What's the Answer?
 8:05—KGER—Victor Young.
 8:10—KLAC, KMPC—Baseball.
 8:15★KFI, KFSD—World News.
 KNX—Jack Smith.
 KFVB—United Nations.
 KGFJ—Saludos Amigos.
 KNLA—Evening Serenade.
 8:30—KECA, KFMB—This Is Your FBI.
 KFI, KFSD—Can You Top This?
 KHJ—Reserve.
 KNX—Danny Thomas Show.
 ★KFVB—News.
 KNLA—97th Street Corral.
 ★KGFJ—Averil Berman, News.
 KRKD—Cowboy Hit Parade.
 KGIL—Weatherman.
 KWIK—Teen & Twenty Dance.
 KGER—Clem Davies.
 8:45—KHJ—Remember When.
 KFVB—Sweet Music.
 KGFJ—American Heritage.
 KGIL—Here's to Vets.
 8:55—KHJ, KGB—Billy Rose.
 ★KNX—News.
 9—KECA, KFMB—Break the Bank.
 KFI—Conquest.
 ★KHJ, KFXM, KGB, KVOE—News, Glenn Hardy.
 KNX—Baby Snooks.
 KFVB—Preview Theatre.
 KFAC—Evening Concert.
 ★KGER, KLAC—News.
 KMPC—Baseball.
 KNLA—Seaboard Home Hour.
 KGFJ—Hollywood House Party.
 KRKD—Cowboy Hit Parade.
 KGIL—Dance Time.
 KWIK—Teen & Twenty Dance.
 9:10—KLAC—Baseball: Hollywood vs. Seattle.
 9:15★KHJ—Fleetwood Lawton.
 ★KFOX—News.
 9:30—KECA, KFMB—Famous Jury Trials.
 KFI, KFSD—Mystery Theater.
 KHJ, KGB, KVOE—Inside of Sports.
 KNX—Beulah.
 KFVB—Unity.
 KGER—Music in the Night.
 9:45—KHJ, KFXM, KGB, KVOE—Henry J. Taylor.
 KFVB—Inquiring Mike.
 KFOX—Flight Cast.

NOW 10 P.M.
RICHFIELD REPORTER
KFI

NIGHTLY EXCEPT SAT.
 10—KECA—Casa Cugat.
 ★KFI, KFSD—The Reporter.
 ★KHJ, KFXM, KGB—Fulton Lewis.
 ★KNX—Chet Huntley, News.

EASTSIDE SHOW
 10 TO 12 P.M.
 Every Night Except Sunday
KFVB

KFVB—Eastside Show.
 KGER—Tex Williams.
 KGFJ—Concert Nocturne.
 KLAC, KMPC—Baseball.

2 hours popular music

KFAC
 10 TO 12 EVERY NIGHT
LUCKY LAGER DANCE TIME



KFAC—Lucky Lager Dance.
 KNLA—Cowboy Hit Parade.
 KRKD—Cowboy Hit Parade.
 KGIL—Fights.
 KWIK—Teen-Twenty Dance.
 10:15★KECA—Hank Weaver, News.
 KFI—Music Shop.
 KNX—Bob Elson.
 KHJ—Highlights in Music.
 KMPC—Parade of Hits.
 10:30★KECA—Elmer Davis.
 ★KFI—Inside the News.
 KHJ—Brother Arlington.
 KNX—Symphonette.
 KNLA—Hawthorne Thing.
 KLAC—Don Otis.
 KGER—At the Ranchhouse.
 10:45—KECA—Ambassador Orch.
 KFI—Melody Time.
 10:55—KFI—Police Bulletins.
 ★KLAC—News.
 11★KECA—News of Tomorrow.
 ★KFI—News.
 ★KNX—Nelson Pringle.
 KLAC—Don Otis.
 KMPC—Dance Parade.
 KFVB—Eastside Show.
 KFAC—Lucky Lager Dance.

SPADE COOLEY TIME
 With George Wilhelm
NEW TIME
 Now 11 P. M. Daily
Check KEVD
 LOS ANGELES

KFVB—Spade Cooley Time.
 KGFJ—Concert Nocturne.
 KNLA—Pasadena Civic.
 KRKD—Cowboy Hit Parade.
 KGIL—Juke Box Review.
 KGER—At the Ranchhouse.
 11:15—KECA—Joe Hasel.
 KFI—Henry Russell Music.
 KNX—Steve Allen.
 11:30—KECA—Florentine Gardens.
 KFI—Pro and Con.
 KNLA—Dance Time.
 11:40—KNX—Report from U. N.
 11:45—KFI—Melodianna.
 ★KHJ—News.
 KNLA—Club Conzo.
 11:55★KECA, KFI, KNX, KMPC—News.

PLAY BALL

Sportsfan Al Jolson is sponsoring a football team limited to youngsters under thirteen. Called "The Sonny Boys," the gang has won all games, with the result that they're now city champs. They play between halves of Los Angeles professional games.

SATURDAY, MAY 1

- 8**—KECA, KFMB—Shopper's Special.
KFI—Coffee Concert.
KHJ—Treasury Show.
★KXX—News.
KFAC—Country Church.
KFOX, KRKD—Haven of Rest
KFVD—Wakeup Ranch.
KFWB—Inquiring Mike.
★KGER, KLAC, KMPC, KXLA—News.
KGFJ—Proudly We Hail.
KGIL—Musical Corral.
KOWL—Proudly We Hail.
KWIK—Eaton Britt.
KWKW—Pasadena Four-square Church.
- 8:05**—KXX—Let's Pretend.
KGER—Mizpah.
- 8:15**—KFI—Story Time.
★KHJ—News.
KFWB—Guest Star.
KLAC—Haynes at the Reins.
KMPC—Market Reports, Sports.
KOWL—Meet the Band.
KWIK—Wake Up & Live.
KXLA—Collins Calling.
- 8:30**—KFI, KFSD—Smilin' Ed McConnell.
KHJ—Dr. Hiss Clinic.
KXX, KSDJ—Junior Miss.
★KFAC, KFVB, KOWL, KRKD—News.
KFOX—Know Your Bible.
KFVD—Easy Listening.
KGER—Hammond.
KGFJ—Yesterday's Hits.
KGIL—Spending of Sports.
KMPC—Guest Star.
KWIK—Melody Mustangs.
KWKW—Stock Quotations.
KXLA—Music As You Like It.
- 8:35**—KOWL—Remembering.
KRKD—Spotlight Varieties.
- 8:45**—KECA—Mirandy.
KFAC—Unity.
KFOX—Voice of China.
KFVD—Console and Keyboard
KFWB—Red Cross.
KGER—Gospel Story Hour.
KGFJ—Public Messenger.
KGIL—Coffee Parade.
KLAC—Business Talk.
KMPC—Fingertip Successes.
KWIK—Songs of Hope.
KWKW—Sacred Heart.
- 9**—KECA, KFMB—Abbott and Costello Kid Show.
KFI—Jump-Jump of Holiday House.
KHJ—Veteran Wants to Know
KXX, KSDJ—Theatre of Today.
★KGER, KLAC—News.
KFAC—Morning Concert.
KFVD—Waltz Time.
KFWB—Salvation Army.
KGFJ—Sheldon Shepard.
KGIL—Swappin' Corner.
KMPC—Music of the Stars.
KRKD—Sagebrush Serenade.
KWIK—Corral.
KWKW—Voice of China.
KXLA—Prairie Schooner.
- 9:05**—KGER—Lutheran Hour.
- 9:15**—KFI—Young America Speaks.
KHJ—Policing L. A.
★KFVD—News.
KFWB—Morning Melodies.
KGFJ—Community Chest.
KLAC—Racing News.
KWKW—Bible Treasury Hour.
- 9:20**★KGFJ—Aerotrials.
- 9:30**—KECA, KFMB—Land of the Lost.
KFI—Your Saturday Chef.
KHJ—Girls' Corps.
KXX—Stars Over Hollywood.
KFOX—Bethesda.
KFVD—Remembered Rhythms
KFWB—Song Session.
KGER—John Brown.
KGFJ—Racing News.
KGIL—Valley Shopper.
KLAC—Kiddie Club.
- ★KOWL—News.
KWIK—Top o' Morning.
KXLA—Morning Moods.
- 9:35**—KOWL—Rendezvous in Reverie.
★KWKW—News.
9:45—KFI, KFSD—Tillamook Kitchen.
KGFJ—Theatre Guild.
★KRKD—News.
KWKW—Drama.
- 10**—KECA—American Farmer.
KFI, KFSD—National Farm and Home Hour.
★KHJ, KFXM, KGB, KVOE—News.
KXX, KSDJ—Grand Central Station.
KFAC—Serenade.
★KFOX—News.
KFVD—Remembered Rhythms
KFWB—Maurice Hart.

- KGER—Kids' Bible Club.
KGFJ—Record Jackpot.
KGIL—Come and Get It.
★KLAC—News, Al Jarvis.
KMPC—Music of the Stars.
KOWL—Romance in Music.
KRKD—Government Speaks.
KWIK—Sunshine Mission.
KWKW—Race Lineup.
KXLA—Western Review.
KHJ—Gillespie's Garden Guide
KFOX—Assembly of God.
10:15—KXLA—Western Review.
★KGIL, KXLA—News.
KIEV—Musical Showcase.
KRKD—Dr. Richardson.
KWKW—Teen-Agers.
- 10:25—KGFJ—Sports Flash.
- 10:30—KECA, KFMB—Hollywood Headlines.
KFI—Meet the Meeks.
KXX, KSDJ—County Fair.
KHJ—Reserve.
★KFAC, KOWL—News.
KFVD—Song Stylists.
KGIL—Baby-Sitter.
KGER—Home on the Range.
KRKD—Pop Concert.
KWIK—Talent Search.
KXLA—Bandstand Review.
- 10:40—KOWL—Tune Shop.
- 10:45—KECA—Chemists in Action.
KFAC—L. A. City College.
KFOX—Thought for Youth.
KFVD—Marching Along.
KWKW—Races and Sports.
- 10:50—KWKW—Tops in Pops.
- 10:55—KGFJ—Sports Flash.
- 11**—KECA—Reserve.
KFI, KFSD—Archie Andrews.
KXX, KSDJ—Mary Lee Taylor
KFAC—Festival of Music.
KFWB—Maurice Hart.

Best Musical Bet

THE EDDIE CHASE SHOW

11 a.m.-12 noon
4:00-5:00 p.m.
Monday thru Saturday

Check KEVD
LOS ANGELES

KFVD—Eddie Chase Show.
KGFJ—Record Jackpot.

- KGIL—Enduring Music.
★KLAC—News, Al Jarvis.
KMPC—Keith Hetherington.
KOWL—Kids Take Over.
KRKD—Musical Grab Bag.
KWIK—Children's Corner.
KWKW—Varsity Views.
KXLA—Bill Blansett.
- 11:15—KFOX—Pilgrimage to Amsterdam.
KGER—Western Music.
KGIL—Light Classics.
KWKW—Races and Sports.
- 11:25—KGFJ—Sports Flash.
- 11:30—KECA—Hitching Post.
KFI—Jack Gregson Show.
KHJ, KGB—Teen-Timers Club.
KXX, KSDJ—Give and Take.
★KFOX, KOWL, KRKD—News.
★KFWB—News; Maurice Hart.
KGER—Western Shades.
KXLA—Saturday Portraits
- 11:45—KFAC—Musical Portraits
KFOX—Tempus of the Time.
KRKD—Melody Time.
KWIK—Kiddie Records.
KWKW—Races and Sports.
- 11:55—KGFJ—Sports Flash.
- 12**★KECA—Noontime News.
KFI—Farm Reporter.
★KHJ, KFXM, KGB, KVOE—News.
KXX—Meet the Missus.
KFAC—Luncheon Concert.
KFOX—Sandwich Seasoning.
KFVD—Salvation Army.
KFWB—Maurice Hart.
- ★KGER, KGIL—News.
KGFJ—Intermission.
★KLAC—News, Al Jarvis.
KMPC—Merry-Go-Round.
KOWL—Mayor of Melody.
KRKD—Record Roundup.
KWIK—Gardens.
KWKW—Pasadena Opera.
KXLA—Sportscast.
- 12:05—KGER—Cottonseed Clark.
- 12:15—KECA—Radio, the American Way.
KFI—Here Comes Band.
★KHJ—Week in Washington.
★KFOX—News.
KFVD—Mason Rose.
KGIL—Real Estate Show.
KWIK—Tin Pan Alley.
KWKW—Races and Sports.
- 12:25—KGFJ—Sports Flash.
- 12:30—KECA, KFMB—ABC Symphony.
KFI—Youth Sings.
KHJ—Voices of Strings.
KXX, KSDJ—Free for All.
KFVD—Dream Time.

- KGER—Sleepy Valley.
KGFJ—1230 Club.
KGIL—Cowboy Music.
KMPC—Swell Time.
★KOWL—News.
★KXLA—Ford Lewis.
KWKW—Business Reporter.
- 12:35—KOWL—Mayor of Melody.
KWIK—G.I. Platter Parade.
- 12:45★KFAC—News.
KFVD—Violet.
KXLA—Top Tunes.
KWKW—Races and Sports.
- 12:50—KWKW—Circle 1430 Ranch.
- 12:55★KFWB—News.
KGFJ—Sports Flash.
- 1**—KECA, KFMB—ABC Symphony.
KFI—Living, 1948.
KHJ, KFXM, KGB, KVOE—Sports Parade.
KXX—So You Know Radio.
KFAC—Piano Parade.
★KFVD, KLAC—News.
KFWB—Bill Anson.
KGER—Sleepy Valley.
KGFJ—1230 Club.
KGIL—Cowboy Music.
KMPC—Juke Box Serenade.
KOWL—S. M. Philharmonic.
KRKD—Siesta Time.
KWIK—Trade Winds.
KWKW—Show Album.
KXLA—Community Broadcaster.
- 1:10—KLAC—Studio Frolic.
- 1:15—KXX—Treasury Dept.
KFAC—Music in the American Manner.
KFVD—Songs by Russ Whiteman.
KWIK—Buenos Amigos.
KWKW—Races and Sports.
KXLA—Adventures in Research.
- 1:20—KWKW—Waxworks.
- 1:25—KFI—Children 1948.
KGFJ—Sports Flash.
- 1:30—KECA, KFMB—Spotlight on Sports.
KFI—First Piano Quartet.
KHJ—Dance Orch.
KXX—Reserve.
KFVD—Dream Time.
KGER—Western Siesta.
KGIL—Little Symphony.
- ★KOWL, KRKD, KWIK—News.
KWKW—Song Album.
KXLA—Vocal Varieties.
- 1:35—KOWL—Folk Songs.
KRKD—Symphony of Song.
KWIK—Music.
- 1:45—KHJ, KVOE—Races.
KFOX—Voice of the Army.
KLAC—Storybook Hour.
★KXLA—News.
KOWL—Stamp Club.
KWKW—Races and Sports.
- 1:50—KWKW—Show Tunes.
- 1:55—KFI—P.T.A. Program.
KGFJ—Sports Flash.
- 2**★KECA—News.
KXX—Stan Dougherty.
★KFI—Songs of the Week.
KHJ, KFXM, KGB, KVOE—Great Talent Hunt.
KFAC—Matinee.
KFOX—Concert Miniature.
KFVD—Novelty.
KFWB—Bill Anson.
KGER—Long Beach Band.
KGIL—Saturday Serenade.
KGFJ—What's Up.
★KLAC—News, Sports.
KMPC—Music.
KOWL—Contented Listening.
KRKD—Ira Sweet, Organ.
KXLA—Shoppers' Matinee.
- 2:05—KECA—Treasury Band Show.
- 2:15—KFI—I Want It.
KFOX—Salvation Army.
KLAC—Jim Hawthorne.
KRKD—Philharmonic Reporter.
KWIK—Our Waltz.
KWKW—Races and Sports.
- 2:20★KWKW—News.
- 2:25★KHJ, KFXM, KGB, KVOE—News.
KGFJ—Sports Flash.
- 2:30—KECA, KFMB—Reserve.
KFI—Dr. I. Q. Jr.
KHJ, KFXM, KGB, KVOE—Opinionaire.
KXX—Saturday at the Chase.
KFOX—Turntable Matinee.
★KFWB—News; Bill Anson.
KFVD—Optimist Boys' Forum
- ★KGER, KOWL, KWIK—News.
KMPC—Angels vs. Solons.
KRKD—Tunes in Tempo.
KWKW—Patricia Abel, Songs.
- 2:40—KGER—Long Beach Band.
- 2:45★KFVD—News.
KOWL—Nedda Narlin.
KWKW—Races and Sports.
- 2:50—KWKW—Swing Session.
- 2:55—KGFJ—Sports Flash.
- 3**—KECA—Reserve.
KXX—Cross Section, U.S.A.
KFI—Scout Jamboree.
KHJ, KGB, KVOE—Reviewing Stand.
KFAC—Musical Favorites.

SATURDAY Program Highlights

Morning Programs Appear in Lightface Type; Afternoon and Evening Programs in Boldface.

Comedy-Variety

- 8:30—Junior Miss, KXX.
4:00—Mr. Ace and JANE, KXX.
6:00—Joan Davis, KXX.
6:30—Judy Canova, KFI.
7:15—Proudly We Hail, KMPC.
8:00—Life of Riley, KFI.
8:00—It's a Great Life, KXX.
9:00—Abe Burrows, KXX.
9:30—Vaughn Monroe, KXX.

Quiz, Participation

- 8:30—Smilin' Ed McConnell, KFI
10:30—County Fair, KXX.
11:30—Give and Take, KXX.
12:00—Meet the Missus, KXX.
12:30—Free for All, KXX.
5:30—True or False, KHJ.
6:00—Stop Me, KHJ.
6:30—Keep Up with the Kids, KHJ.
7:00—Kay Kyser, KFI.
8:30—Truth or Consequences, KFI.

Classical, Semi-Classical Music

- 12:30—ABC Symphony, KECA.
3:30—NBC Symphony, KFI.
7:00—Saturday Night Serenade, KXX.
9:30—Music Hour, KFI.
10:15—Stairway to the Stars, KFI

Drama

- 9:00—Theater of Today, KXX.
9:30—Stars Over Hollywood, KXX.
10:00—Grand Central Station, KXX.
4:30—Curtain Time, KFI.

Public Interest-Information

- 9:15—Young America Speaks, KFI.
9:15—Policing L. A., KHJ.

- 9:45—Theater Guild, KGFJ.
10:00—American Farmer, KECA.
10:00—Nat'l Farm Hour, KFI.
1:45—Stamp Club, KOWL.
4:30—L. A. Story, KXX.

Sports

- 9:30—Racing Lineup, KGFJ.
10:00—Racing, KWKW.
1:30—Spotlight on Sports, KECA.
5:00—Sports Roundup, KFI.
5:05—Tom Harmon, KMPC.
5:15—Tom Hanlon, KXX.
5:45—Sam Balter, KLAC.
5:45—Race Results, KRKD.
5:45—Ira Blue, KECA.
6:15—Bob Kelley, KMPC.
6:30—Joe Hernandez, KMPC.
7:00—Harness Races, KLAC.
8:00—Hunting and Fishing Club, KHJ.

Recorded Music

- 4:00—Musical Masterpieces, KFAC.
6:00—Musical Digest, KGFJ.
6:00—Saturday Symphony, KFAC.
8:00—Evening Concert, KFAC.
10:00—Lucky Lager Dance Time, KFAC.
10:00—Eastside Show, KFWB.
10:00—Concert Nocturne, KGFJ.
12:00—Rhapsody in Wax, KHJ.

Juvenile

- 8:05—Let's Pretend, KXX.
9:00—Abbott & Costello, KECA.
9:00—Jump Jump, KFI.
9:30—Land of the Lost, KECA.
9:30—Kiddie Club, KLAC.
12:30—Swell Time, KMPC.
3:00—Scout Jamboree, KFI.
3:00—Keep Up With the Kids, KHJ.

Popular-Western Music

- 7:30—Grand Ole Opry, KFI.
7:30—All-Star Western, KHJ.
9:00—Hit Parade, KFI.

KFMB—Proudly We Hail.
 KFVB—Bill Anson.
 KFOX—Turntable Matinee.
 *KGER, KXLA—News.
 KGFJ—Sunset and Vine.
 KGIJ—Serenade.
 *KLAC—News, Sports.
 KMPC—Baseball.
 KOWL—Radio Outlook.
 KRKD—Parade of Hits.
 KWKW—Swing Session.
 3:05—KGER—Sagebrush & Saddles.
 3:16—KLAC—Jim Hawthorne.
 FOWL—Sports Matinee.
 KWKW—Races and Sports.
 KXLA—Juke Box Matinee.
 3:25★KHJ, KFXM, KGB, KVOE—
 News.
 KGFJ—Sports Flash.
 3:30—KECA—It's in the Family.
 KFI, KFSD—NBC Symphony.
 KHJ, KGB—Saturday Side-
 show.
 KXN—Reserve.
 *KFAC—News.
 *KRKD, KWIK—News.
 KWKW—Saturday Matinee.
 3:35—KOWL—Sports Matinee.
 KRKD—Tea Time Tunes.
 3:45—KECA—Let Freedom Ring.
 KFAC—Songs for Singing.
 KWIK—1490 Club.
 3:55★KFVB—News.
 KGFJ—Sports Flash.
4—KECA—E. Felice Quartet.
 KFI, KFSD—NBC Symphony.
 KHJ, KFXM, KGB, KVOE—
 Sports Review.
 KXN—Ace and Jane.
 KFAC—Musical Masterpieces.
 *KFOX, KGER—News.
 KFVD—Eddie Chase Show.
 KFVB—Music.
 KGFJ—Sunset and Vine.
 KGIJ—Off the Record.
 *KLAC—News, Sports.
 KMPC—Baseball.
 KOWL—Culver City Hour.
 KRKD—Teen-Age Workshop.
 KWKW—Saturday Matinee.
 KXLA—Juke Box Matinee.
 4:05—KGER—Trading Post.
 4:15—KECA—Madhouse Musicale.
 *KHJ, KGB, KVOE—Frank
 Hemingway.
 KFOX—Symphonic Swing.
 KFVB—Helen Louise.
 KLAC—Jim Hawthorne.
 KRKD—Spotlight on Star.
 KWIK—Girl Scouts.
 4:25—KGFJ—Sports Flash.
 4:30—KECA—Harry Wismer, Sports
 KFI, KFSD—Curtain Time.
 KHJ—Preston Sellers.
 KXN—L. A. Story.
 KFOX—Old Age Pensions.
 KFVD—Singin' Sam.
 KFVB—Blind Artists' Guild.
 *KOWL—News.
 KRKD—Symphony in Swing.
 KWKW—Sarcophagists.
 4:45★KECA, KFMB—Dorothy
 Fuldeim.
 KHJ, KGB, KVOE—Proof
 that Christian Science Heals
 KXN—Garden Gate.
 KFVB—Stuart Hamblen.
 KFVD—Stringtime.
 KOWL—Sports.
 *KRKD—News.
 4:50—KWKW—Reminiscent
 Rhythms.
 4:55—KGFJ—Sports Flash.
5—KECA—Miracles in Music.
 KFI—Saturday Sports
 Roundup.
 KHJ, KGB, KVOE—The Lone
 Wolf.
 KXN, KSDJ—George Fisher.
 KFAC—Music.
 KFOX—Sunshine Mission.
 KFVD—Sundown Roundup.
 KFVB—Stuart Hamblen.
 *KGER, KMPC—News.
 KGFJ—Jive at Five.
 KGIJ—My Serenade.

*KLAC—News, Sports.
 KOWL—Your Community.
 KRKD—Record Rodeo.
 KWIK—Pet Show.
 KXLA—Juke Box Matinee.
 5:05—KGER—Harmony Corral.
 KMPC—Tom Harmon.
 5:15★KFI—News.
 KXN—Tom Hanton.
 KGIJ—Meet the Band.
 KLAC—Racing Roundup.
 KMPC—Record Room.
 KOWL—Bing Crosby.
 KWIK—Sunset Serenade.
 KWKW—Race Roundup.
 5:30★KECA, KFOX—News.
 KFI—Riddles in Rhythm.
 KHJ, KGB, KVOE—True or
 False.
 *KXN—Charles Collingwood.
 KFAC—Playtown Train.
 KFVD—Going Somewhere.
 KGFJ—Race Recap.
 *KGIJ, KOWL, KWIK—News.
 KLAC—Irwin Allen.
 KRKD—Sports Forum.
 KWKW—Songs at Twilight.
 KXLA—Future Pianists.
 5:35—KWIK—Valley High Time.
 KWKW—Easy Listening.
 5:45—KECA—Tra Blue, Sports.
 *KFI, KFSD—Elmer Peterson.
 *KXN, KSDJ—Garred, News.
 *KFOX—Young America.
 KGER—Melody Mustangs.
 KGFJ—Disabled Veterans.
 KGIJ—Music by Martin.
 KLAC—Sam Butler, Sports.
 KMPC—Episcopal Diocese.
 KRKD—Race Results.
 KXLA—Music for You.
 5:55★KXN, KSDJ—Wallace Sterling
 & KECA—Melody, Inc.
6—KFI—Guy Lombardo Show.
 KHJ, KGB, KVOE—Stop Me
 If You've Heard This.
 KXN, KSDJ—Joan Davis Show
 KFAC—Saturday Symphony.
 *KFOX, KFVB, KMPC—News.
 KFVD—Supper Song.

Laymen's Hour
 MALE CHORUS
KFWB
 9:30—10 P.M. Sat.

KFXM—Laymen's Hour.
 KGER—Sports Time.
 KGFJ—Musical Digest.
 KGIJ—Date with a Disc.
 *KLAC—News, Al Jarvis.
 KOWL—Italian Program.
 KRKD—Varieties in Music.
 KWIK—Spotlight on a Star.
 KWKW—Sunset Serenade.
 KXLA—Interscholastic Debate
 6:15—KFVD—Quiet Please.
 KFVB—Tello Test.
 KMPC—Bob Kelley, Sports.
 KGER—Eyes on the Ball.
 KFOX—Vesper Bells.
 KRKD—Hawaiian Memories.
 KECA—Sport Photographs.
 6:30—KECA, KFMB—Music of
 Manhattan.
 KFI, KFSD—Judy Canova.
 KHJ, KGB, KVOE—Keep Up
 With the Kids.

FUN . . . STUNTS
 Even the listeners win
 prizes in
"THE PADDED CELL"
KNX - tonite - 6:30

KNX, KSDJ—Padded Cell.
 KFVD—Airplane Serenade.
 KFVB—Wizard vs. Criswell.
 KGER—Lukin Valley Church.
 KMPC—Bay Meadows.
 KRKD—Harmony in Rhythm.
 *KWIK—News.
 KWKW—Curtain Time.
 KXLA—Sweet Chariot Hour.
 6:35—KOWL—Evening Serenade.
 6:45★KFVD—News.
 KFVB—Here's to Vets.
7—KECA—Diary of Fate.
 KFI, KFSD—Kay Kyser.
 KHJ, KFXM, KGB, KVOE—
 Take a Number.
 KXN—Saturday Night
 Serenade.
 KFAC—Dr. James Fyfield, Jr.
 KFVB—Judge Gardner.
 KFVB—Gospel and Song.
 *KGER, KRKD—News.
 KGFJ—Musical Digest.
 *KGIJ—Valley News.
 KLAC—Harness Races.
 KMPC—Something Old and
 Something New.
 KWIK—Shep Fields Orch.
 KWKW—Harness Racing.
 KXLA—Nazarene Church.
 7:05—KGER—Up and Down Scales.
 KWKW—Musical Horizons.
 7:15—KFMB—Popular Tunes.
 KGIJ—Alvin Roy Orch.
 KMPC—Proudly We Hail.
 KRKD—Three-Quarter Time.
 KWIK—Voice of the Army.
 7:30—KECA—Ross Dolan, Detective.
 KFI, KFSD—Grand Ole Opry.
 KHJ, KFXM, KGB, KVOE—
 All-Star Western.
 KXN, KSDJ—It Pays to Be
 Ignorant.
 KFAC—Dr. Fagerburg.
 KFOX—Evening Melodies.
 KFVB—Dr. Hiss Clinic Forum
 KGER—Grace Dotson.
 KGIJ—Modern Concert Hall.
 KLAC—Don Otis.
 KMPC—Glee Club.
 KRKD—Polish American
 Congress.
 *KWIK—News, Music.
 KXLA—Accent on Youth.
 7:45—KFAC—Music.
 KWIK—Blue Barron.
8—KECA, KFMB—The Lone
 Ranger.
 KFI, KFSD—Life of Billy.
 KHJ—Fishing and Hunting
 Club.
 KXN, KSDJ—It's a Great
 Life.
 KFAC—Evening Concert.
 KFOX—Record Session.
 KFVB—Community Hour.
 KGER—Wings of Healing.
 KGFJ—Caucasian Memories.
 KGIJ—Proudly We Hail.
 *KRKD—Parade of Hits.
 KWIK—What's the Answer?
 KXLA—American Repertory
 Theatre.
 8:10—KLAC—Baseball: Hollywood
 vs. Portland.
 8:15—KGFJ—Saludos Amigos.
 KXLA—Barber Shop Quartet.
 8:30—KECA, KFMB—Challenge of
 the Yukon.
 KFI, KFSD—Truth or
 Consequences.
 KHJ, KGB, KVOE—Hawaii
 Calls.
 KXN—Reserve.
 KFOX—Proudly We Hail.
 KFVB—Sons o' Guns.
 KGER—Clem Davies.
 KGFJ—Know Your Schools.
 KGIJ—Weatherman.
 KXLA—The Corral.
 8:45—KFVB—Little Concert.
 KGFJ—The Law Is Your
 Servant.
 KGIJ—Guest Star.
 8:55★KXN, KSDJ—News.

9—KECA—Gangbusters.
 KFI, KFSD—Hit Parade.
 *KHJ, KFXM, KGB, KVOE—
 News.
 KXN, KSDJ—Abe Burrows.
 KFAC—Evening Concert.
 KGFJ—Hollywood House
 Party.
 KFOX—Record Session.
 KFVB—Barn Dance.
 KGER—Guest Star.
 KGIJ—Travelers Quartet.
 KLAC—Baseball.
 KMPC—Saturday Night
 Serenade.
 KWIK—Jimmy Grier.
 KXLA—Your Program.
 9:15—KGER—Decision Now.
 KHJ, KGB—Dink Templeton.
 KXN, KSDJ—Hoagy
 Carmichael.
 9:30—KECA—Murder and Mr.
 Malone.
 KFI, KFSD—Music Hour
 from Hollywood.
 KHJ, KGB—Felix Gallo.
 KXN, KSDJ—Vaughn Monroe
 Show.
 KFVB—Laymen's Hour.
 KGER—Bill Blacett.
 KGIJ—Four-Square Gospel.
 9:45★KHJ, KGB—Newscope.

EASTSIDE
SHOW
 10 TO 12 P. M.
 Every Night Except Sunday
KFWB

KFVB—Eastside Show.
 KGER—Tex Williams.
 KGFJ—Concert Nocturne.
 KGIJ—Symphony.
 KLAC—Baseball.
 KWIK—Jimmy Grier.
 KXLA—Western Caravan.
 10:15—KECA—Tris Coffin.
 KFI—Stairway to the Stars.
 KXN—Reserve.
 10:30—KECA—Ambassador Orch.
 KHJ, KGB—Griff Williams
 Orch.
 KXN—Henry Busse Orch.
 KGER—At the Ranchhouse.
 KMPC—Candlelight and Silver
 KLAC—Don Otis.
 KXLA—Hawthorne Thing.
 10:45—KFI—Sweet and Lovely.
 10:55—KFI—Police Bulletins.
 *KLAC—News.
11—KECA—Florentine Gardens.
 KFI—Solitary Time.
 *KXN—Nelson Pringle.
 KFAC—Lucky Lager Dance.
 KFVD—Spade Cooley Time.
 KFVB—Eastside Show.
 KGER—At the Ranchhouse.
 KGFJ—Concert Nocturne.
 KGIJ—Juke Box Review.
 KLAC—Don Otis.
 KMPC—Dance Parade.
 KWIK—Jimmy Grier.
 KXLA—Trenter Twins.
 11:15—KFI—Reserve.
 KXN—Steve Allen.
 11:30—KECA—E. Felice Quartet.
 KFI, KFSD—Harry Owens
 Orch.
 KXLA—Pasadena Civic Dance
 11:40—KXN—Dance Orch.
 11:55★KHJ—News.
 KXLA—Club Congo.
 11:55★KECA, KFI, KXN, KMPC—
 News.

GAGS
 OF THE WEEK

Mrs. Molly West, 962 South Vermont Ave-
 nue, Los Angeles 6, Calif.
 Heard on "Noah Webster Says":
 MacQuarrie: What is your occupa-
 tion?
 Contestant: I am a dressmaker.
 MacQuarrie: How is business?
 Contestant: Sew-sew.

Dorothy Thompson, 3111½ Hamilton Way,
 Los Angeles 26, Calif.
 Heard on Fred Allen show:
 Jack Benny is the stingiest man in
 the world. If he were locked in a room
 with a skunk Jack would come out
 with a cent.
 Mrs. Isabelle Noble, 4366 Westlawn Avenue,
 Venice, Calif.
 Heard on "Breakfast Club":
 Boy: I almost drowned in bed last
 night.
 Don: How was that?
 Boy: The pillow slipped, the bed
 spread and I fell into the spring.

Stan Smith, 927 Iowa Avenue, Colton, Calif.
 Heard on "House Party":
 Linkletter: What is a cannibal?
 Little girl: A thing with two humps
 on its back.
 Franklyn McKim, 952 South Bonnie Brae,
 Los Angeles 6, Calif.
 Heard on Fred Allen show:
 Portland: Some boys are going to
 college on Pepsi-Cola scholarships.
 Fred: Oh, pop is sending them to
 college.

ALPHABETICAL PROGRAM FINDER

Note: Programs marked with an asterisk (*) are of the contest, quiz, or offer type.
★ indicates programs of news and commentary.

★Abbe, James KECA, 7:30 a.m. M-F
 Abbott and Costello KECA, 8 p.m. W
 Abbot-Costello Kid Show KECA, 9 a.m. Sa
 Adventure Parade KHJ, 3:45 p.m. M-F
 Adventures of Charlie Chan KHJ, 8:30 p.m. M
 ★Agronsky, Martin KECA, 6:30 a.m. M-F
 Air Force Show KHJ, 3 p.m. M
 Air-Force-torials KGFJ, 9:30 a.m. M-Sa
 Album of Familiar Music KFI, 6:30 p.m. Su
 Aldrich Family KFI, 8:30 p.m. Th
 Alexander's Meditation Board KHJ, 3 p.m. Th
 Allou, Fred KFI, 5:30 p.m. Su
 Allou, Irwin KLAC, 5:30 p.m. M-Sa
 Allen, Steve KNX, 11:15 p.m. M-Sa
 All-Star Western KHJ, 7:30 p.m. Sa
 Ameche, Don KNX, 6 p.m. F
 America Dances KFVB, 6:30 p.m. M-F
 America United KFI, 11 p.m. Su
 American Farmer KECA, 10 a.m. Sa
 American Heritage KGFJ, 8:45 p.m. M-Sa
 American Sports Page KECA, 7:30 p.m. F
 American Way KFI, 6 p.m. M
 Amos 'n' Andy KFI, p.m. Tu
 Andrews, Archie KFI, 11 a.m. Sa
 Animal World Court KECA, 6:05 p.m. M-F
 Aus-n, Bill KFVB, 1 p.m. M-Sa
 Arden, Eve KFI, 6:30 p.m. Th
 Arlington Charlie KHJ, 10:30 p.m. M-F
 Arnold, Eddie KFI, 6:30 a.m. Tu, Th, Sa
 Arnold, Edward KECA, 9 p.m. Th
 Art Baker's Notebook KFI, 4:30 p.m. M-F
 Aunt Jenny KNX, 9:15 a.m. M-F
 Aunt Mary KFI, KFSD, 3:30 p.m. M-F
 Austry, Gene KNX, 4 p.m. Su
 Baby Snooks KNX, 9 p.m. F
 Backgrounds for Living KNX, 12:45 p.m. M-W-F
 Background for Stardom KHJ, 9:15 p.m. Su
 Backstage Wife KFI, 1 p.m. M-F
 Back to God KHJ, 8 a.m. Su
 Backup, Jim KHJ, 6:30 p.m. Su
 Balter, Sam KLAC, 5:45 p.m. M-Sa
 Bandwagon KFI, 4:30 p.m. Su
 Barrel of Dough KFVB, 10 a.m. W-F
 ★Baukhage Talking KECA, 12:15 p.m. M-F
 Beck, Fred KNX, 7:45 a.m. M-F
 ★Behld Front Page KHJ, 7 p.m. Su
 Beneke, Tex KHJ, 6:30 p.m. W
 Benny, Jack KFI, 4 p.m., 9:30 p.m. Su
 Beach, Jack KFI, 8:30 a.m. M-F
 Berger, Hal KMPC, 1 p.m. M-F
 Bergen, Edgar KFI, 5 p.m. Su
 ★Bergerman, Averill KGFJ, 8:30 p.m. M-F
 Between Us Girls KECA, 11:45 a.m. M-F
 Bewlah KNX, 9:30 p.m. M-F
 Bible Institute KRNO, KRKD, KFOF, 8 a.m. M-W-F
 Bible Treasury Hour KGER, 8:45 a.m. M-F
 Big Sister KNX, 10 a.m. M-F
 Big Story KFI, 9:30 p.m. M
 Big Town KNX, 9 p.m. Tu
 Blind Artists Guild KFVB, 4:30 p.m. Sa
 Blondie KNX, 8:30 p.m. Su
 Blue, Ira KECA, 5:45 p.m. Sa
 Boston Blackie KMPC, 9:30 p.m. Su
 Boston Symphony KECA, 9 p.m. Tu
 Bowron, Fletcher KFI, 10:15 p.m. Th
 Bowron, Fletcher KMPC, 6:15 p.m. Su
 ★Break the Bank KECA, KFVB, 9 p.m. F
 Brennan's Breakfast KECA, 9:30 a.m. M-F
 Bridge Club KMPC, 10 p.m. M-F
 ★Bride and Groom KECA, 2:30 p.m. M-F
 Bridge to Dreamland KECA, 11 p.m. Su
 Broadway and Vine KNX, 8:25 a.m. M-F
 ★Broadway News KHJ, 12 n. D
 Brooding With Brady KNX, 7 a.m. M-F
 Bull, Frank KFVB, 6:30 p.m. M-F
 Burrows, Al KGB, 7:45 a.m. M-F
 ★Brown, Cecil KNX, 9 p.m. Sa
 Burns and Allen KFI, 9 p.m. Sa
 Business News KMPC, 8:15 a.m. M-Sa
 California Caravan KECA, 3 p.m. Su
 California Melodies KHJ, 6:30 p.m. M
 Call for Music KFI, 8:30 p.m. Tu
 ★Calmer, Ned KNX, 5:55 p.m. Su
 ★Cameos of Music KFI, 6:30 a.m. Su
 ★Can You Top This? KFI, KFSD, 8:30 p.m. F
 Canary Pet Show KHJ, KGB, 11:45 a.m. Su
 Candid Microphone KECA, 8:30 p.m. Th
 Canova, Judy KFI, 6:30 p.m. Sa
 Cantor, Eddie KFI, 7:30 p.m. Th
 Castaway Midnight KHJ, 5:30 p.m. M-F
 Carlinchael, Hoaxy KNX, 9:15 p.m. Sa
 Carnation Hour KFI, 7 p.m. M
 Carson, Jack KFI, 6:30 p.m. Th
 Casa Cugat KFI, 5:30 p.m. W-F
 Casa Cugat KECA, 11:30 a.m., 10 p.m. M-F
 Casebook of G. Hood KHJ, 7 p.m. W
 Catholic Answers KFVB, 7:45 p.m. Su
 Catholic Hour KFI, 3 p.m. Su
 Cavalcade of America KFI, 8:30 p.m. M
 Cavalcade of Sports KECA, 10:30 p.m. M-F
 CBS Symphony KNX, 12 n. Su
 Challenge of the Yukon KECA, 8:30 p.m. Sa
 Challenge to Youth KNLA, 3:30 p.m. Su
 Champion Roll Call KECA, 6:55 p.m. F
 Chapel Hour KMPC, 8:30 a.m. Su
 Chapel Quartet KFI, 10:15 p.m. Su
 Chase, Eddie KFVD, 11 a.m., 4 p.m. M-Sa
 Chemists in Action KECA, 10:45 a.m. Su
 Chicago Round Table KFI, 10:30 a.m. Su
 Chicago Theater KHJ, KGB, 9:30 p.m. Su
 Christian Science KECA, 6:30 p.m. M
 Christian Science KFI, 8:30 a.m. Su
 Christian Science KHJ, 4:45 p.m. Sa

Christian Science KFOF, 8 p.m. Su
 Christopher Wells KNX, 6:30 p.m. Tu
 Church in the Wildwood KECA, 7 a.m. Su
 Church of the Air KNX, 7 a.m. Su
 Cisco Kid KHJ, KGB, 7:30 p.m. M-W-F
 Clark, Cottonseed KGER, 5:05 p.m. M-Sa
 Clifton, Charles A. KBKI, 6:30 p.m. M-Sa
 Cloak Room KNX, 9:15 p.m. W
 Club Fifteen KNX, 4:30 p.m. M-F
 Club Time KECA, 11:15 a.m. Tu
 Coffee Concert KFI, 8 a.m. Sa
 Coffin, Tris KECA, 10:15 p.m. Sa
 Cole, Lynn KNX, 8:15 a.m. M-F
 College Choir KNX, 8:05 a.m. Su
 College of Musical Knowledge KFI, 7 p.m. Sa
 ★Collingwood, Charles KNX, 5:30 p.m. M-Sa
 Collins, Chuck KFI, 9:45 a.m. M-F
 Collins Calling KECA, 8:30 a.m. Sa
 Columbla School KNX, 1 p.m. M-F
 Commander Scott KHJ, KVOP, 10:15 a.m. Su
 Concert Nocturne KGFJ, 10 p.m. D
 Conquest KFI, 9 p.m. F
 Contented Hour KFI, KFSD, 12:30 a.m. D
 Cooper, Alex. KNLA, 12:30 a.m. D
 Corliss, Archer KNX, 9:30 p.m. Su
 Cotton, Carolina KGER, 3:30 p.m. M-F
 Count of Monte Cristo KHJ, KGB, 8 p.m. Tu
 Counterparty KECA, KFVB, 2:30 p.m. Sa
 County Fair KNX, 10:30 a.m. Sa
 County Medical Assn. KFAC, 10:45 a.m. Th
 Crime Photographer KNX, 8:30 p.m. Th
 Crocker, Betty KFI, 11:40 a.m. M-F
 Crocker, Betty KECA, 10:55 a.m. M-F
 Crosby, Bing KECA, KGER, 9 p.m. W
 Cross Section, U.S.A. KNX, 3 p.m. Sa
 Cunningham, Bill KHJ, 11:30 a.m. Su
 Curtain Time KFI, KFSD, 4:30 p.m. Sa
 Dance Time KFI, KFSD, 5:30 p.m. Sa
 Davies, Glenn KFI, KFSD, 5:30 p.m. Tu
 ★Davis, Elmer KGER, 8:30 p.m. M-Sa
 ★Davis, Elmer KECA, 10:30 p.m. M-F
 Davis, Joan KNX, 6 p.m. Sa
 Day in Dennis Day's Life KFI, 9 p.m. W
 Diary of Fate KECA, 7 p.m. Sa
 Dinner Bell Roundup KNLA, 11:30 a.m. M-F
 Dixon, Nancy KHJ, 1:15 p.m. M-F
 Doorway to Life KNX, 10 a.m. Su
 Dorsey, Tommy KLAC, 3:10 p.m. M-F
 Double or Nothing KNX, 12 n. M-F
 Dougherty, Stan KFI, 2 p.m. Sa
 Downtown and All Around KFI, 10 a.m. M-F
 Drake, Gen KECA, 10:15 a.m. M-F
 Dr. Christian KNX, 8:30 p.m. W
 Dr. Dana KNX, 5:30 p.m. Su
 Dr. Hiss Clinic KHJ, 8:30 a.m. Sa
 ★Dr. I. Q. KFI, KFSD, 6:30 p.m. M
 ★Dr. I. Q. KFI, KFSD, 2:30 p.m. Sa
 Duffy's Tavern KFI, 8 p.m. W
 Durante, Jimmy KFI, 7:30 p.m. W
 Eastside Show KFVB, 10 p.m. M-Sa
 Echoes of Eden KFVB, 10:30 p.m. Su
 Editor at Home KECA, 10:15 a.m. Su
 Editor of the Air KFVD, 12 n. M-F
 Elery Queen KECA, 7 p.m. Th
 Elery, Bob KNX, 10:15 p.m. M-F
 Episcopal Diocese KMPC, 5:45 p.m. Sa
 Eternal Light KFI, 9 a.m. Su
 Ethel and Albert KECA, 1:45 p.m. M-F
 Evening Concert KFAC, 8 p.m. M-Sa
 Falcon KHJ, 8 p.m. Th
 Family Hour KNX, 3 p.m. Su
 Family Theatre KHJ, 7 p.m. Th
 Famous Jury Trials KECA, 9:30 p.m. F
 Famous Music KFI, 1:45 p.m. Su
 Farm Highlights KFI, 6:15 a.m. M-Sa
 Farm Journal KNX, 5:45 a.m. M-Sa
 Farm News KMPC, 6:15 a.m. M-Sa
 Farm Reporter KFI, 12 n. M-Sa
 Farrell, Eileen KNX, 1:30 p.m. Su
 Fat Man KECA, 8 a.m. F
 Favorite Story KFI, 9 p.m. Th
 FBI in Peace and War KNX, 9 p.m. Tu
 ★Feature Wire KFI, 5 p.m. M-F
 Festival of Music KFAC, 11 a.m. M-Sa
 Fibber McGee KFI, 6:30 p.m. Tu
 Fido KHJ, 5:30 p.m. Su
 ★Fidler, Jimmie KECA, 7:30 p.m. Su
 Fingertone Successes KMPC, 8:45 a.m. Sa
 Firestone Favorites KMPC, 7 p.m. M-F
 First Nighter KNX, 7:30 p.m. Th
 First Piano Quartet KFI, 1:30 p.m. Sa
 Fisher, George KNX, 4:25 p.m. M-F, 5 p.m. Sa
 Fishing & Hunting Club KHJ, 8 a.m. Sa
 Fishing Pals KFOF, 7:15 p.m. Tu, Th, F
 Five-Seventy Club KLAC, 1:10 p.m. M-F
 Ford Theatre KFI, 2 p.m. Su
 ★Foreign Reporters KECA, 10 a.m. Su
 Free for All KNX, 12:30 p.m. Su
 Front-Page Farrell KFI, KFSD, 10:30 p.m. M-F
 Frontiers of Science KNX, 11:40 p.m. Tu
 ★Fullheim, Dorothy KECA, 4:45 p.m. Sa
 ★Fuller, Sid KHJ, 12 n. M-F
 Garden Chats KGER, 6:45 a.m. M-F
 ★Gaeth, Arthur KECA, 9 p.m. M
 Ganie, Fell KHJ, 9:30 p.m. Sa
 Gangbusters KECA, 9 p.m. Sa
 Garden Gate KNX, 4:45 p.m. Sa
 Garden Guide KHJ, 10:15 a.m. Sa
 Garden School KGER, 8:30 p.m. M-F
 ★Garred, Bob KNX, 7:30 a.m., 5:45 p.m. M-Sa
 Gilbert and Sullivan KFAC, 9:30 a.m. Su
 Girls' Court KHJ, 9:30 a.m. Su
 Give and Take KNX, 11:30 a.m. Sa
 Godfrey, Arthur KNX, 3:30 a.m. M-F
 ★Godwiti, Earl KECA, 9:15 p.m. M

Golden Hour KHJ, 4:30 p.m. Su
 Graham, Shellah KHJ, KGB, 8:45 p.m. Su
 Grand Central Station KNX, 10 a.m. Sa
 Grandpa Owens KFI, 8 a.m. Su
 Grand Ole Opry KFI, KFSD, 7:30 p.m. Sa
 Grand Slam KNX, 8:30 a.m. M-F
 Gray, Jeanne KMPC, 4:15 p.m. M, W, F
 Great Gildersleeve KFI, 8:30 p.m. W
 Greatest Story Ever Told KECA, 3:30 p.m. Su
 Great Talent Hunt KHJ, 2 p.m. Sa
 Green Hornet KECA, 8:30 p.m. Su
 Green Light Revue KMPC, 8:45 a.m. M-F
 Gregson, Jack KFI, 11:30 a.m. Sa
 Griffin, Merv KHJ, 10:15 a.m. M-F
 Guiding Light KNX, 10:45 a.m. M-F
 Hal's Memory Room KFCF, 9:30 p.m. D
 Hamblen, Stuart KFVB, 4:45 p.m. M-Sa
 Hampton, Lonel KHJ, 3 p.m. W
 Hanlon, Tom KNX, 5:15 p.m. M-Sa
 Happy Gang KHJ, 11 a.m. M-F
 Happy Homes KHJ, 1:30 p.m. M-F
 Happy Theater KECA, 5 p.m. M-F
 ★Hardy, Glenn KHJ, 10 a.m., 9 p.m. D
 Harmon, Tom KMPC, 5:05 p.m. Sa
 Harris, Phil KFI, 4:30 p.m. Su
 ★Harsch, Joseph KNX, 11:30 a.m. Su
 Hart, Maurice KFVB, 6 a.m., 10:30 a.m. M-Sa
 Harvest of Stars KNX, 8:30 p.m. W
 Hasel, Joe KECA, 11:15 p.m. F
 Haven of Rest KNLA, 8:30 a.m. M, W, F
 KRKD, KRNO, KFOF, 8 a.m. Tu, Th, Sa
 Hawaii Calls KHJ, 8:30 p.m. Th
 ★Hawk, Bob KNLA, 10:30 p.m. D
 Hawthorne KFI, 7:45 a.m. M-Sa
 ★Hayes, Sam KFI, 12:30 p.m. Sa
 ★Hayes, Sam KECA, 12 p.m. M-F
 Haynes, Dick KNX, 6 p.m. Th
 Haynes, Dick KLAC, 6 a.m. M-Sa
 ★Heatter, Gabriel KHJ, 7 p.m. Su, 6 p.m. M-F
 Heart's Desire KHJ, KGB, 2 p.m. M-F
 Heidt, Horace KFI, 7:30 p.m. Su
 ★Hemingway, Frank KHJ, 4:15 p.m. M-Sa
 ★Henry, Bill KNX, 5:55 p.m. M-F
 ★Henry, Fred KLAC, 3 p.m. Tu
 Here's Hollywood KECA, 7:45 p.m. Tu
 Here's Opportunity KFCF, 10:45 a.m. W
 Here's to Veterans KFI, 11:15 p.m. M
 Here's You KNX, 2:15 p.m. Su
 Hetherington, Keith KMPC, 11 a.m. Sa
 High Adventure KGB, 8:30 p.m. F
 Highlights in Music KHJ, 10:15 p.m. M-F
 ★Hill, Edwin C. KECA, 6 p.m. M-F
 Hunt Hunt KNX, 4 p.m. M-F
 Hit Parade KFI, 9 p.m. Sa
 Hitching Post KECA, 11:30 a.m. Sa
 Holly Sloane KFI, 11:30 a.m. M-F
 Hollywood Bowl Auditions KFI, 7 p.m. W
 Hollywood Casting Form KGFJ, 9:45 a.m. Sa
 Hollywood Favorites KHJ, 2:30 p.m. M-F
 Hollywood Headlines KECA, 10:30 a.m. Sa
 Hollywood House Party KGFJ, 9 p.m. M-Sa
 Hollywood Star Preview KFI, 8 p.m. Su
 Hollywood Theater KFI, 6:30 p.m. W
 Hope, Bob KFI, 7 p.m. Tu
 Hour of Charm KNX, 2:30 p.m. Su
 Hour of Faith KECA, 8:30 a.m. Su
 House of Mystery KHJ, KGB, 1 p.m. Su
 House Party KNX, 2:30 p.m. M-F
 Howard, Eddy KNX, 12 p. Su
 ★Huntley, Chet KNX, 10 p.m. D
 I Love Adventure KECA, 4 p.m. Su
 I Want KFI, 2:15 p.m. Sa
 If They Had Lived KGFJ, 5:45 p.m. M, W, F
 ★Information Please KHJ, 6:30 p.m. F
 Inglewood Park Concert KNX, 6:30 p.m. Su
 Inner Sanctum KNX, 9 p.m. M
 ★Inside the News KFI, 10:30 p.m. Su-F
 ★Inside of Sports KHJ, KVOP, 9:30 p.m. M-F
 Invitation to Learning KNX, 9 a.m. Su
 ★Irwin, George KMPC, 6 p.m. M-F
 It Pays to Be Ignorant KNX, 7:30 p.m. Sa
 It's a Great Life KNX, 6 p.m. Sa
 It's in the Family KECA, 3:30 p.m. Sa
 Jack Armstrong KECA, 5:30 p.m. M, W, F
 Jarvis, Al KLAC, 10 a.m., 6:05 p.m. M-Sa
 ★James Abbe Obervera KECA, 7:30 a.m. M-F
 ★Jimmy and Wally KIEV, 2:30 p.m. Su
 Jive at Five KGFJ, 5 p.m. M-Sa
 Johnson Family KHJ, 9:30 a.m. M-F
 Johnson, Floyd B. KRKD, KRNO, 5:30 p.m. Su
 Jones, Al KFI, 6 p.m. Th
 Jones-Shay KNX, 7:30 p.m. Tu
 Joyce Jordan, M.D. KFI, 10:45 a.m. M-F
 Juke Box Matinee KNLA, 3:15 p.m. M-Sa
 Jump-Jump of Holiday House KFI, 9 a.m. Sa
 Junior Symphony KNX, 8:30 a.m. Sa
 Just Plain Bill KFI, KFSD, 2:30 p.m. M-F
 Juvenile Jury KHJ, 12:30 p.m. Su
 Kaye, Sammy KECA, 12:30 p.m. Su
 Keep Up with the Kids KHJ, 6:30 p.m. Sa
 Kelley, Bob KMPC, 6:15 p.m. M-Sa
 Kilgallen, Dorothy KECA, 11:15 a.m. M-F
 Kilgore, Roger KHJ, 6:30 p.m. Th
 Know Your Schools KMPC, 6 p.m. Su
 Kraft Music Hall KFI, KFSD, 6 p.m. Tu
 Kyser, Ray KFI, 7 p.m. Sa
 L. A. Breakfast Club KFVB, 8 a.m. W
 L. Story KNX, 4:30 p.m. Su
 ★Ladies, Be Seated KECA, 3 p.m. M-F
 Ladies' Day KFI, 9:05 a.m. M-F
 Land of the Free KHJ, 9:45 p.m. W
 Land of the Lost KECA, 9:30 a.m. Sa
 Lane, Vance KGER, 10:05 a.m., 4:05 p.m. M-F
 Langford, Frances KNX, 6 p.m. F

Lassie.....	KECA, 12 n. Su	Olympic Fights.....	KLAC, 10:05 p.m. Tu	Sports Follo.....	KFI, 7:45 p.m. F
Lawrence, Jerry.....	KMPC, 3:45 p.m. M-F	On Stage America.....	KECA, 7:30 p.m. M	Sports Newsreel.....	KFI, KFSD, 7:30 p.m. F
*Lawton, Fleetwood.....	KHJ, 7:15 a.m. M-Sa	On the Beam.....	KHJ, 6:30 p.m. W	Sports Final.....	KFWB, 7:30 p.m. M-F
KFI, 11 a.m. M-Sa, KHJ, 9:15 p.m. M-F		On Trial.....	KECA, 8:30 p.m. Tu	Sports Parade.....	KHJ, 1 p.m. Sa
Layman's Hour.....	KFWB, 9:30 p.m. Sa	One Man's Family.....	KFI, KFSD, 12:30 p.m. Su	Sports Review.....	KHJ, 4 p.m. Sa
Leaders of Tomorrow.....	KMPC, 8:15 p.m. M	Open Forum.....	KLAC, 9:10 p.m. Su	Sports Roundup.....	KFI, 5 p.m. Sa
Leave It to the Girls.....	KHJ, 8:30 p.m. W	Opinionaire.....	KHJ, 2:30 p.m. Sa	Spotlight on Sports.....	KECA, 1:30 p.m. M-F
Let Freedom Ring.....	KECA, 3:45 p.m. Sa	Otis, Don.....	KLAC, 7:30 p.m., 10 p.m. M-Sa	Squeakin' Deacon.....	KXLA, KRNO, 9 p.m. M-F
Let George Do It.....	KHJ, 8:05 a.m. Sa	Our Gal Sunday.....	KXN, 9:45 a.m. M-F		KGER, 12:30 p.m. M-F
Let's Pretend.....	KXN, 8:05 a.m. Sa	Outdoor Reporter.....	KFI, 8:45 a.m. Su	Stairway to the Stars.....	KFI, 10:15 p.m. Sa
*Lewis, Fulton.....	KHJ, 4 p.m., 10 p.m. M-F	Ozzie & Harriet.....	KFI, 6:30 a.m. M, W, F	Standard Hour.....	KFI, KFSD, 8:30 p.m. Su
Leyden, Bill.....	KFWB, 10 a.m. M-F	Pacific Lutheran Hour.....	KFWB, 9:30 p.m. Su	Standard School.....	KFI, 10 a.m. Th
Liberal Catholic Hour.....	KFAC, 9 a.m. Su	Padded Cell.....	KXN, 6:30 p.m. Sa	Stars Over Hollywood.....	KXN, 9:30 a.m. Sa
Life Can Be Beautiful.....	KFI, 3:15 p.m. M-F	*Par Answer Game.....	KHJ, 8 p.m. F	Stella Dallas.....	KFI, KFSD, 1:15 p.m. M-F
Life of Riley.....	KFI, 8 p.m. Sa	*Parsons, Louella.....	KECA, KFMB, 6:15 p.m. F	Stop Me.....	KHJ, 6 p.m. Sa
Light of the World.....	KFI, 11:45 a.m. M-F	Passing Parade.....	KHJ, 4:30 p.m. M-F	Stop the Music.....	KECA, 5 p.m. Su
Lindlahr, Victor.....	KHJ, 9:15 a.m. M-F	Pause That Refreshes.....	KXN, 3:30 p.m. Su	Story Time.....	KFI, 8:15 a.m. Sa
Listening Post.....	KECA, 11:15 a.m. M, W, F	*Pearson, Drew.....	KECA, 8 p.m. Su	Strike It Rich.....	KXN, 7:30 p.m. Su
Living 1948.....	KFI, 1 p.m. Sa	People Are Funny.....	KFI, 6 p.m. F	Strolling Tom.....	KFWB, 9 a.m. M-F
Lombardo, Guy.....	KFI, 6 p.m. Sa	People's Platform.....	KXN, 9:30 a.m. Su	Studio One.....	KXN, 7 p.m. Tu
Lone Ranger.....	KECA, 7 p.m. M, W; 8 p.m. Sa	Pepper Young's Family.....	KFI, 12:30 p.m. M-F	Sunday Evening Club.....	KFAC, 8:45 p.m. Su
Lone Wolf.....	KHJ, 5 p.m. Sa	Perry Mason.....	KXN, 11:15 a.m. M-F	Sunday Morning Melodies.....	KMPC, 8:15 a.m. Su
Long Beach Band.....	KGER, 2 p.m. Tu-Su	Pet Exchange.....	KMPC, 7 p.m. Su	Supernatural.....	KXN, 6:15 a.m. M-Sa
Lora Lawton.....	KFI, 8:45 a.m. M-F	Pet Parade.....	KFOV, 7:30 p.m. Th	Supper Club.....	KHJ, 6:15 p.m. M-F
Lorenzo Jones.....	KFI, 8:45 a.m. M-F	*Peterson, Elmer.....	KFI, KFSD, 5:45 p.m. W-F	Surprise Package.....	KFI, KFSD, 8 p.m. M-F
Lucky Lager Dance Time.....	KFAC, 6:30 p.m. M-Sa	*Pettingill, Sam.....	KECA, 12:15 p.m. Su	Surprise Theatre.....	KECA, 2 p.m. M-F
Lutheran Gospel Hour.....	KFI, 8:30 p.m. Su	Philo Vance.....	KMPC, 8:30 p.m. Su	Sweet Chariot Hour.....	KXLA, 6:30 p.m. Sa
Lutheran Hour.....	KHJ, KVOP, 6:30 p.m. Su	Platter Party.....	KFI, 7:30 a.m. M-Sa	Symphonette.....	KXN, 10:30 p.m. M, W, F
Lux Radio Theater.....	KXN, 8 p.m. M	Pleasure Parade.....	KFI, 9:30 p.m. Tu	Take a Number.....	KHJ, 7 p.m. Sa
Madhouse Musicale.....	KECA, 4:15 p.m. Sa	Point Sublime.....	KECA, 8 p.m. M	*Take It or Leave It.....	KFI, 7 p.m. Su
Major League Ball.....	KMPC, 1 p.m. M-F	Police Bulletins.....	KFI, 10:55 p.m. D	Talent Scouts.....	KXN, 8:30 p.m. M
Make-Believe Ballroom.....	KLAC, 10 a.m., 6:05 p.m. M-Sa	Polking, L. A.....	KHJ, 9:15 a.m. Sa	Taylor, Henry J.....	KHJ, KGB, 9:45 p.m. M, F
		Portia Faces Life.....	KFI, KFSD, 2:15 p.m. M-F	Taylor Made Melodies.....	KFI, 9:30 a.m. Su
Ma Perkins.....	KFI, KFSD, 12:15 p.m. M-F	Potter, Peter.....	KFWB, 9:30 a.m. Su		KFI, 6:45 a.m. M-Sa
	KXN, 10:15 a.m. M-F	Presidential Timber.....	KXN, 9 p.m. W	Taylor, Mary Lee.....	KXN, 11 a.m. Sa
*Malone, Ted.....	KECA, 10:15 a.m. M-F	Press Club.....	KLAC, 9 p.m. M	Teen and Twenty Time.....	KMPC, 5:05 p.m. M-F
Manhattan Merry-Go-Round.....	KFI, 6 p.m. Su	Preview Theater.....	KFWB, 9 p.m. F	Teen-Timers.....	KHJ, 11:30 a.m. Sa
Man Called X.....	KXN, 8 p.m. Su	*Pringle, Nelson.....	KXN, 7:15 p.m., 11 p.m. M-F	Telephone Hour.....	KFI, KFSD, 9 p.m. M
Mann, Herbert J.....	KFI, 10 a.m. Su	Pro and Con.....	KFI, 11:30 p.m. F	Tell It Again.....	KXN, 11 a.m. Su
Manners, Zeke.....	KECA, 7:45 a.m. M-F	Proudly We Hail.....	KFI, 11:15 p.m. Th	Tello-Test.....	KFWB, 6:15 p.m. M-Sa
*Manning, Knox.....	KXN, 12:30 p.m., 5 p.m. M-Sa	Proudly We Hail.....	KWKW, 7 p.m. Su	Templeton, Dink.....	KHJ, 9:15 p.m. M-Sa
Mansfield, Andy.....	KWKW, 3:30 p.m. M-F		KMPC, 7:30 p.m. Su	Terry and the Pirates.....	KECA, 5:15 p.m. M-F
Marx, Groucho.....	KECA, 8:30 p.m. W	Pueblo Serenade.....	KXN, 2 p.m. Su	Texas Tiny.....	KGER, 12:15 p.m. M-F
Mayor of the Town.....	KECA, 7:30 p.m. W	*Queen for a Day.....	KHJ, KGB, 11:30 a.m. M-F	Theatre Guild.....	KECA, 6:30 p.m. Su
McCarthy, Charlie.....	KFI, 5 p.m. Su	*Quick as a Flash.....	KHJ, 2:30 p.m. Su	Theater of Today.....	KECA, 4:30 p.m. Su
McCune, Hank.....	KFI, 7 p.m. F	Quiet Please.....	KHJ, 7 p.m. Tu	The Judge.....	KXN, 9 a.m. Sa
McLaughlin, Bob.....	KLAC, 1:10 p.m. F	*Quiz Kids.....	KFI, 1 p.m. Su	The Saine.....	KHJ, 10:30 a.m. M-F
McNeill's Breakfast Club.....	KECA, 8 a.m. M-F	*Quiz of Two Cities.....	KHJ, 7:30 p.m. Su	The Shadow.....	KXN, 7 p.m. W
Meet Me at Parky's.....	KHJ, 6 p.m. Su	Quizzical.....	KECA, 1:30 p.m. M, W, F	Thinking Allowed.....	KECA, 1:15 p.m. Su
Meet the Meeks.....	KFI, 10:30 a.m. Sa	Racket Smashers.....	KHJ, 3 p.m. Tu	The Sheriff.....	KECA, KFSD, 7:30 p.m. F
*Meet the Missus.....	KXN, 3 p.m. M-F; 12 n. Sa	Radio, American Way.....	KECA, 12:15 p.m. Sa	The Whistler.....	KXN, 7:30 p.m. W
Meet the Press.....	KHJ, 7 p.m. F	*Radio News Weekly.....	KFI, 1:30 p.m. Su	This Centennial Year.....	KECA, 9:30 p.m. Su
Melodianna.....	KFI, 7:30 a.m. Su	Radio Reader's Digest.....	KXN, 7 p.m. Th	This Is Your FBI.....	KECA, 8:30 p.m. F
	KFI, 11:45 p.m. Tu, Th, F	Raggedy Ann.....	KHJ, 5 p.m. M, W, F	This Woman's Secret.....	KFI, KFSD, 4 p.m. M-F
Melodies America Loves.....	KXN, 6:30 p.m. Su	RCA-Victor Show.....	KFI, KFSD, 11:30 a.m. Su	Thomas, Danny.....	KXN, 8:30 p.m. F
Melody, Inc.....	KECA, 6 p.m. Sa	Red Hook 31.....	KHJ, 3:30 p.m. M-F	*Thomas, Lowell.....	KXN, 8 p.m. M-F
Melody Matinee.....	KHJ, 12:45 p.m. M-F	Red Ryder.....	KHJ, KVOP, 7:30 p.m. Tu, Th	Those Websters.....	KHJ, KGB, KVOP, 3 p.m. M-F
Melody Parade.....	KFI, 3:45 p.m. Su	Remember That Music.....	KFI, 10:15 p.m. Tu	Three Alarm.....	KMPC, 2:15 p.m. M-F
Melody Time.....	KFI, 10:45 p.m. Su-F	Remember When.....	KHJ, 8:45 p.m. F	Tillamook Kitchen.....	KFI, KFSD, 9:45 a.m. Sa
Message of Israel.....	KECA, 8 a.m. Su	Report from U.N.....	KXN, 11:40 p.m. F	*Today's Children.....	KFI, KFSD, 11 a.m. M-F
Metropolitan Auditions.....	KECA, 3:30 p.m. Su	Report to the People.....	KECA, 7:30 p.m. Th	Tom Mix.....	KHJ, KGB, 5:45 p.m. M-F
Michael Shayne.....	KMPC, 8 p.m. Su	Revere All-Star Revue.....	KHJ, 8:30 p.m. Th	Town Meeting.....	KECA, KFMB, 6:30 p.m. Tu
Midnight Flyer.....	KFI, 12 p.m. M-Sa	Reviewing Stand.....	KHJ, 3 p.m. Sa	Treasury Agent.....	KECA, 2 p.m. Su
Midnight Merry-Go-Round.....	KXN, 12 p.m. D	*Richfield Reporter.....	KFI, KFSD, 10 p.m. Su-F	True Detective.....	KECA, 2:05 p.m. Sa
Mild and Mellow.....	KMPC, 4:30 p.m. M-F	Riddles in Rhythm.....	KFI, 5:30 p.m. Sa	*True or False.....	KHJ, KGB, 1:30 p.m. Sa
*Miller, Rev.....	KHJ, 7:30 a.m. M-F	Rise and Shine.....	KHJ, 6 a.m. M-Sa	*Truth or Consequences.....	KFI, 5:30 p.m. Sa
Miracles in Music.....	KECA, 11 a.m. Su	Rhapsody in Wax.....	KHJ, 12 p.m. D	Twenty Questions.....	KHJ, 5 p.m. Su
	1:30 p.m. Tu, Th; 5 p.m. Sa	Road of Life.....	KFI, 3 p.m. M-F	Twilight Tales.....	KMPC, 4:15 p.m. Th
Mirandy.....	KECA, 8:45 a.m. Sa	*Roberts, Cleo.....	KFWB, 6 p.m. M-F	Two-Ton Baker.....	KHJ, 2:45 p.m. M-F
Model Magazine.....	KECA, 2:25 p.m. M-F	Romance of Helen Trent.....	KXN, 9:30 a.m. M-F	Unexpected.....	KECA, 9 p.m. Su
*Monday Morning Headlines.....		Romance of the Ranchos.....	KXN, 6 p.m. Su	United Nations.....	KFWB, 8:15 p.m. M-F
	KECA, 8:15 p.m. Su	*Roper, Elmo.....	KXN, 11:45 a.m. Su	Unity Daily Word.....	KFAC, 8:45 a.m. M-F
*Monitor News.....	KECA, 8:15 p.m. Tu	Rose, Billy.....	KHJ, 8:55 p.m. M-F	University Explorer.....	KXN, 10:15 p.m. M-F
Monroe, Vaughn.....	KXN, 9:30 p.m. Sa	Rose of My Dreams.....	KXN, 11:45 a.m. M-F	Unity Daily Word.....	KFWB, 9:30 p.m. M-F
Morgan, Frank.....	KXN, 6 p.m. F	Rosemary.....	KXN, 8:45 a.m. M-F	Variety Parade.....	KECA, 4:30 p.m. M-F
Morgan, Henry.....	KECA, 7:30 p.m. Th	Roses Dolan, Detective.....	KECA, 7:30 p.m. Sa	Veteran Wants to Know.....	KHJ, 9 a.m. Sa
Morning Bible Hour.....	KFOV, 8:30 a.m. M-F	Salt Lake Tabernacle.....	KXN, 8:30 a.m. Su	Voice of Eliston.....	KFI, KFSD, 5:30 p.m. M
Morning Concert.....	KFAC, 9 a.m. M-Sa	Saludos Amigos.....	KGFJ, 8:15 p.m. M-Sa	Voice of Neighborhood.....	KMPC, 11:15 a.m. M, W, F
Morning Watch.....	KECA, 5:30 p.m. M-F	Sam Spade.....	KXN, 9 p.m. Su	Voice of Prophecy.....	KHJ, KGB, 8:30 a.m. Su
Mother's Album.....	KMPC, 3:30 p.m. Su	Saturday at Chase.....	KXN, 2:30 p.m. Sa	Voices of Strings.....	KHJ, 12:30 p.m. Sa
Mr. Ace and Jane.....	KXN, 1 p.m. Sa	Saturday Chef.....	KFI, 9:30 a.m. Sa	Vox Pop.....	KECA, 6:30 p.m. Sa
Mr. and Mrs. North.....	KXN, 8:30 p.m. Tu	Saturday Night Serenade.....	KXN, 7 p.m. Sa	*Walker and Gardner.....	KHJ, 11:45 a.m. Su
Mr. District Attorney.....	KFI, KFSD, 9:30 p.m. W	Saturday Sideshow.....	KHJ, 3:30 p.m. Sa	Waltz Time.....	KFI, KFSD, 6:30 p.m. F
Mr. Keen.....	KXN, 8:30 p.m. Th	School of the Air.....	KXN, 1 p.m. M-F	Wariug, Fred.....	KFI, KFSD, 8 a.m. M-F
Mr. President.....	KECA, 9 p.m. Th	Science of Mind.....	KFWB, 8:15 a.m. M-F		KFI, KFSD, 7:30 p.m. M
Murder and Mr. Malone.....	KECA, 9:30 p.m. Sa	Scout Jamboree.....	KFI, 3 p.m. Sa	Warnow, Mark.....	KXN, 6 p.m. W
Murray, Johnny.....	KXN, 8 a.m. M-F	Screen Guild Theater.....	KXN, 7:30 p.m. M	*Washington Datteline.....	KECA, 8 p.m. Tu
*Murray, Edward R.....	KXN, 4:45 p.m. M-F	Scully, Frances.....	KECA, 3:45 p.m. M-F	*Washington Inside Out.....	KECA, 9:15 a.m. Su
Music Hour.....	KFI, 9:30 p.m. Sa	Sherlock Holmes.....	KXN, 11 a.m. M-F	*Weaver, Hank.....	KECA, 10:15 p.m. M-F
Music of Manhattan.....	KECA, 6:30 p.m. Sa	*Shirer, William.....	KHJ, 11 a.m. Su	*Week in Washington.....	KHJ, 12:15 p.m. Sa
Music Shop.....	KFI, 10:15 p.m. M, W, F	Shopper's Special.....	KECA, 8 a.m. Su	Welcome, Travelers.....	KECA, 9 a.m. M-F
Music to Shave By.....	KECA, 7:11 a.m. M-Sa	Shore, Dinah.....	KFI, 8:30 p.m. Tu	*Wells, Carveth.....	KFI, 10:30 p.m. Su-F
Musical Favorites.....	KECA, 3 p.m. M-Sa	Shorty Bell.....	KXN, 7 p.m. Su	Wendy Warren.....	KXN, 9 a.m. M-F
Musical Masterpieces.....	KFAC, 4 p.m. M-Sa	Sing, America, Sing.....	KHJ, 12:15 p.m. M-F	What Do You Say?.....	KFI, 10:15 a.m. M-F
Musical Digest.....	KGFJ, 6 p.m. M-Sa	Skein' Sam.....	KFI, 12:15 p.m. M-F	* Wheeler, Burrill.....	KXN, 10:15 p.m. M-F
Musical Roundup.....		Skelton, Red.....	KFI, 7:30 p.m. Tu, Th	When a Girl Marries.....	KFI, KFSD, 2 p.m. M-F
	KGER, 10:05 a.m., 4:05 p.m. M-F	Sky King.....	KECA, 5:30 p.m. Tu, Th	Whiteman, Paul.....	KXN, 5:30 p.m. W
*Mutual Newsreel.....	KHJ, 6:15 p.m. M-F	Sleepy Joe.....	KHJ, 5 p.m. Tu, Th	Whua Bill Club.....	KECA, 5:30 p.m. M-F
My Friend Irma.....	KXN, 7 p.m. M	Smith' Ed McConnell.....	KFI, 8:30 a.m. Sa	* Wilder, Alvin.....	KECA, 4:15 p.m. M-F
Mysterious Traveler.....	KHJ, 7 p.m. M	Smith, Helene.....	KGER, 6:30 p.m. M-F	Willie Piper.....	KECA, 8 p.m. Th
Mystery House.....	KMPC, 9 p.m. Su	Smith, Jack.....	KXN, 8:15 p.m. M-F	*Winchell, Walter.....	KECA, 6 p.m. Su
Mystery Theater.....	KFI, KFSD, 9:30 p.m. F	Smith, Kate.....	KFI, KGB, 9 a.m. M-F		KHJ, 8:30 p.m. Su
My True Story.....	KECA, KFMB, 10:30 a.m. M-F	Smith, Norwood.....	KECA, 3:30 p.m. M-F	Wisner, Harry.....	KECA, 4:30 p.m. Sa
*Name That Song.....	KFI, 8 p.m. W	Smith's of Hollywood.....	KECA, 6:30 p.m. Th	Wizard vs. Criswell.....	KFWB, 6:30 p.m. Sa
National Farm & Home.....	KFI, 10 a.m. Sa	Solitaire Time.....	KFI, 11 p.m. Sa	Woman in White.....	KFI, KFSD, 11:15 a.m. M-F
National Radio Pulpit.....	KFI, 7 a.m. Su	Song for You.....	KMPC, 8:30 a.m. M-F	Women Are Wonderful.....	KMPC, 12 n. M-F
National Vespers.....	KECA, 11:30 a.m. Su	Songs of Faith.....	KFI, 6:15 a.m. Su	Women's Forum.....	KXN, 6 p.m. Tu
NBC Symphony.....	KFI, 3:30 p.m. Sa	Sound Off.....	KECA, 8:30 p.m. M	Women's World.....	KXLA, 10:30 a.m. M-F
*Newscope.....	KHJ, 9:45 a.m. Tu, Th, Sa	Southwesters.....	KECA, 7:30 a.m. Su	Young America Speaks.....	KFI, 9:15 a.m. Sa
	KHJ, 5:45 p.m. Su	So You Know Paris.....	KXN, 1 p.m. Sa	Young Norma.....	KHJ, 1:30 p.m. M-F
*News of the World.....	KFI, 8:15 a.m., 11:45 p.m. M-F	So You Want to Lead a Band.....	KECA, 9:30 a.m. M	Young Dr. Malone.....	KXN, 10:30 a.m. M-F
*Newsweek Looks Ahead.....	KECA, 7:15 p.m. Su	Spade Cooley Time.....	KFVD, 10 p.m. D	Young People's Church.....	KHJ, 7:30 a.m. Su
Nick Carter.....	KHJ, 3:30 p.m. Su	Speak Up, America.....	KECA, 1 p.m. Su	Young Wilder Brown.....	KFI, 1:15 p.m. M-F
Noah Webster Says.....	KFI, 9:20 p.m. Th	Special Agent.....	KXLA, 3 p.m. Su	Your Song and Mine.....	KXN, 6 p.m. W
Nora Drake.....	KFI, 3:45 p.m. M-F	Sports Desk.....	KFSD, 5:30 p.m. M-Sa	Young Singers.....	KFI, 12:30 p.m. Sa
	KXN, 11:20 a.m. M-F		KECA, 6:10 p.m. M-F		
Norman, Gene.....	KFWB, 10 p.m. M-Sa				
Official Detective.....	KHJ, 8:30 p.m. Th				
Of Men and Books.....	KXN, 11:45 p.m. Th				
Olmstead & Company.....	KFI, 11 a.m. Su				

Precasts & Previews

(Continued from Page 15)

as they review Henrik Ibsen's "The Emperor and the Galilean."

Sunday, April 25—"People's Platform," KNX, 9:30 a.m. (30 min.) In an attempt to sound out the political climate in a number of question-mark states, the program will visit pivotal states across the country. This first program will be from Hollywood, topic "California and the National Elections." James Roosevelt, State Democratic chairman; Edward Shattuck, executive vice-chairman of California's Republican Central Committee; and William Esterman, State leader of the Independent Progressive Party supporting Henry Wallace, will participate. Dwight Cooke moderates.

Friday, April 30—"School of the Air," KNX, 1:00 p.m. (30 min.) On this weekly "Opinion Please" day, University High School students will study ways of overcoming obstacles in the achievement of "Americas United."



Public Interest

Saturday, April 24—"Chemists in Action," KECA, 10:45 a.m. (15 min.) Topic will be "Work of a Commercial Laboratory," an original address by Dr. Roger W. Truesdail.



Sports

Sunday, April 25 — Baseball, KLAC, 1:25 p.m. (to concl.) Hollywood Stars vs. Portland Beavers. Games continue Tuesday, April 27 through Friday, April 30, at 8:10 p.m. nightly from Gilmore Field.

Tuesday, April 27 — Baseball, KMPC, 8:10 p.m. (2 hrs.) Bob Kelley covers the Los Angeles Angels vs. Sacramento Solons games from Sacramento through Friday, April 30, and on Saturday, May 1, at 2:30 p.m.



WHAT'S SPECIAL

Presentation

Wednesday, April 28 — "Frances Holmes" Awards, KMPC, 10:30 p.m. (15 min.) Broadcast from the Hollywood Roosevelt, as the Los Angeles Advertising Women Clubs honor the outstanding women in Southern California advertising.



Public Interest

Thursday, April 29 — "V. D." KECA, 10:30 p.m. (1 hr.) The problem of social diseases in the United States will be reviewed in this hour-long documentary. Erik Barnow, adapter of many "Theatre Guild" presentations, will write the program, which will be produced with assistance of the U. S. Public Health Service and the School of Public Health at Columbia University. Prominent physicians will participate.

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Are Plugs Ugly?

(Continued from Page 3)

ing as possible so as to attract the greatest possible number of listeners. Secondly, to tell those listeners in as effective a manner as possible about the advertiser's product.

What Is Effective

Unfortunately, research has shown that people remember a commercial which is quite startling to a greater degree than a commercial that fits into the tone and tempo of the show. Millions of dollars have been spent in research to get a picture of the average listener's response to various types of commercials. Over a period of years, the answer has consistently been the same. More people retain startling and repetitious commercials. Whether subconsciously or not, they do go out and buy the products advertised in this manner.

Now that statement will probably bring a great many letters from listeners who will say that they have never bought anything because of an irritating commercial and that through loyalty to some entertainer or program, they do use certain products. I, too, have had many instances of this type of loyalty and appreciation paying off in increased sales. Nevertheless, in the over-all picture, the same answer comes up again. Surveys show that the greater percentage of people who have listened to the show cannot remember the sponsoring product. You might think back about some of your favorite programs and see if you can remember who sponsors the shows. Compare the ones you remember with those that you have to stop and think about and the manner in which the commercial is presented.

Since the war, there has been a definite tendency toward a "new look" in radio commercials, such things as cute jingles, the confidential approach such as is used on the "Amos 'n' Andy" show and which we use for the first commercial on the Red Skelton show. Most people do not find them objectionable. In the case of singing commercials, you no doubt have heard people humming and singing such well-known commercials as "D-U-Z, does everything," "Pepsi-Cola hits the spot," "Bit O' Honey," and "Chiquita Banana." These are good examples of effective commercials as far as memory is concerned. Whether they sell the products or not is another subject. For several months we have been experimenting with integrated commercials—a commercial message worked into the show in such a manner that it becomes part of the show. By far the outstanding example of this type of commercial is the Jack Benny quartet. On the "People Are Funny" show, we work one of our commercials into a program stunt.

Have to Plan

I recently spent a week auditioning girl singers for the "Bit O'

Honey" commercial. The reason just any singer won't do is that words must be absolutely clear and the singer's personality must still come through the commercial for song color. Proof that we were successful on this particular show, I believe, rests in the fact that Gloria Wood receives as much applause for her commercial song as some featured vocalists do. The commercials on the Red Skelton show for Kool Cigarettes are enjoyable because of the catchy jingle and Willie the Penguin. Both Bit O' Honey and Willie the Penguin are the result of plenty of work by the people who created them. I feel that their acceptance and entertainment value are well worth the effort.

There is still a great amount of objectionable handling of excessive advertising by many stations. In the past year, I have refused to place advertising for our clients on three local stations; one because the station felt that it could get by with inexperienced, inadequate announcers; the other two because I would not put my client's message in the center of a commercial hodgepodge which these stations insist on inflicting on the public at each quarter-hour station break.

One of the most listened-to stations in Southern California finishes their program with a commercial, plays a transcribed commercial, tells you what time it is, plays another transcribed spot, puts in a courtesy announcement for a product which is associated with the ownership and starts their next program with a commercial introduction. First, I do not like to hear this as a listener; second, I do not feel that my client's product is getting its fair amount of attention when surrounded by so many other selling messages. The best way the listener can influence this policy is to direct his objections to the sponsor.

Another argument that is brought up often is government-controlled radio such as Great Britain has. Anyone who has lived in areas served by government-operated radio can give you some very definite ideas on the dullness and the lack of variety and top talent. Just prior to the war, the BBC found itself in a position of losing consistently larger percentages of its English listeners to a commercial station broadcasting from the Continent. The only explanation was that the commercial station was beating them on programming. BBC lacked the capital and the freedom to operate which the commercial station had available.

In summing up, I believe that every logical thinking person will admit that commercials are necessary for better radio programs. I honestly feel that a great deal of effort and intelligent thought is being applied to the problem of bringing good entertainment to the radio listeners with as little objectionable commercial material as possible and still selling enough of the products advertised to pay for the high caliber of radio fare which the American radio audience demands.

How to Write a Comedy Script

Ed "Archie" Gardner Lets Us Sit In on
A Script Conference, Gag Talk and All

By Joan Buchanan

Wednesday, 6 p.m.
NBC-KFI, KFSI

"I'M IN trouble," Ed Gardner told us when we stopped by "Duffy's Tavern" recently. The "Tavern," incidentally, is not a traditional Bowery joint, but a zooty suite of offices on the Sunset Strip, complete with a sun room, conference room, writers' offices, acres of autographed pictures and two secretaries, Evelyn and Gretchen. The trouble was traditional—something about a script that should have been written by Monday and was still in the being-kicked-around stage on Thursday. For Gardner this is not as dire a condition as most comedians would find it. Ed was a high-priced radio writer and producer before he turned his natural New Yorkese mike-wards, and his gifted gag-situation mind clicks off the ideas in rapid tempo.

Script Session

"Got any ideas for a Lauren Bacall script?" he asked us brightly. We suggested his using the one they have over at Warner Brothers. He called in two of his writers, Larry Rines and Al Johannson.

"Look over these old scripts," he said, pulling some bound volumes off a shelf that also held "Gin Rummy Made Easy," "Laws of Radio Broadcasting" and "Columbia Encyclopedia."

"That I like," exclaimed Johannson. For a few minutes the three bent over old "Duffy" scripts and laughed helplessly over old gags. Suddenly Gardner clicked, "I've got that third spot . . . here's the idea: The audience knows that Bacall has a date with the income-tax men . . . Archie's been trying to cheat the government, see? Bacall introduces the tax man to him as Mr. Westover. Arch gives him this business of how he's been cheating the government all these years. . . . Arch is a real schmo!" he finishes happily.

"Great!" the writers enthused. "But who does Arch think the tax man is?" pointed out one of them.

"Skirt it, skirt it," cried Gardner. "We'll work it out. Get Bob Longnecker on the phone," he yelled to his secretary. "We open," he turned to his writers. "give Bacall the jokes, see? Jokes off Bogey . . . off her and

off Bogey. Then Miss Duffy—don't concern her with the tax—then Miss Duffy off Bacall. Then Eddie . . . figure tax . . . Hello, Bob?" he said into the phone. "Say, that break-fast thing doesn't work. It's another thing now. We're gonna get this income-tax guy, Westover; yeah, he's the real thing. It's like this, see . . ." Gardner went through his routine again. "About Bacall," he asked, "does she read lines? I mean off paper? Swell. Is she like Veronica Lake—Veronica wants all the jokes. O.K., Robert. Yeah, and it's topical, too."

More Mechanics

Secretary Gretchen came in with black coffee for everyone. Secretary Evelyn brought along the news that income-tax man Westover would be in Santa Barbara until Monday. "But we rehearse on Monday," moaned Gardner. "Line up an actor to do the part if we can't get Westover," he told Evelyn.

Gardner put on his hat and sat back to do some heavy thinking. "Use the rabbit joke," he said. (By this time the writers were taking notes.) "Open with Eddie . . . get Eddie off . . . Bacall comes on. Now, a good stand-up joke. Let the Freedmans do a couple pages of loose jokes." Gardner stopped for some pills and coffee. "I can't sleep," he told us sadly. "Isn't it awful? I used to be able to take it for two or three days at a time."

"We've walked the floor for eight hours looking for one decent stand-up gag even good enough to submit," writer Rines told us.

"Fiscal expert," Gardner was musing, "fishing expert . . . fiscal . . ." The writers gave him an appreciative yuck.

"Get Bogey at Warner Brothers," he called to a secretary. "No, don't. Get Jules Stein. Hello, Jules? I need some quick advice . . . Richard Aldrich wants me to come east this summer and do "Bern Yesterday."

(Please Turn to Page 39)

HERE'S THE "Duffy's Tavern" writer who made good in a big way on his own—Abe Burrows. Abe (left) was still writing for Gardner's show when this shot was taken, had turned out the song, "Leave Us Face It." (Color Cover by NBC-Zeigler)



A TOP WRITER and producer before he became an air personality, Ed Gardner still has that sixth sense about putting a comedy script together.



ED'S UNFLAGGING EFFORTS to cast the "Miss Duffy" part with an actress who best personified his conception of the character, resulted in the re-engagement of Florence Halop, youthful air comedienne. (Zeigler-NBC photos.)





◀ **FLANKED BY CO-STARS** Marie Wilson and Cathy Lewis, producer-writer Cy Howard admires the Award naming "My Friend Irma" as best new comedy program.

This past voting time, the preliminary session was a knock-down-drag-out, solid six hours. But we had a tentative list when we were through. Two subsequent meetings, after selections had been further mulled, made the choices conclusive. Then, sworn to utmost secrecy, staff members collected pictures of the winners and prepared the announcement story.

Part of the labor involved in making the Award selections was immediately compensated when the Anniversary Number hit the stands and winners happily started calling Radio Life. Their appreciation was invariably met with the reply, "Don't thank us; you *earned* your prize!" Some of the winners, like Arthur Godfrey, Henry Russell, Dick Aurandt, and Frank Gallop were nice enough to mention their Awards on the air. They and many others immediately dropped us a line. It was all very exciting.

Right now, we are so full of happiness for our new winners that we don't even shudder to think about next December when we'll have to huddle for six or seven hours, to pick 1948's radio worthies.

Maybe you'd like to peek over our shoulders to see some of the letters we received from 1947 winners, so here are a few:

* * *

Sincerely yours,
E. R. MURROW.

* * *

Please accept my heartfelt thanks for the Honorable Mention Award

The Awards Inspire the Lens

Here, Some of the Winners in Radio Life's Fifth Annual Distinguished Achievement Awards Display Their Honorary Parchments

VOTING the Distinguished Achievement Awards for the Anniversary Edition of Radio Life is a tough assignment for Radio Life's staff. Throughout the entire year, each member is on the alert for potential Award material; then comes the day when each member fortifies himself with a good sharp pencil, a stack of paper and a medi-

tative air, takes off for a quiet nook and makes up a personal list of nominations. At the general meeting which follows in a day or two, each member presents his list and is ready to show cause and do battle for his selections. Sometimes a die-hard will hold up voting for half an hour; sometimes a golden-tongued member will succeed in swaying other members of the staff.

▶ **AMAZED DELIGHT IS REGISTERED** by CBS's Abe Burrows, who holds up his Award as most interesting new personality for inspection of Milton DeLugg, who handles music on Abe's show. (CBS photo.)



▶ **ONE OF HAPPIEST AWARD RECIPIENTS** was Soundman Harry Essman of CBS-KNX, who rushed to show his scroll to Margaret Whiting. Essman was kudoed for sound effects on "The City." (CBS photo.)





▲ **LURENE TUTTLE**, who has won three other Awards in the last five years, places her fourth in the collection. The 1947 honor was given her as feminine supporting player. (NBC-Ball photo.)

your publication gave me in connection with the character of "Tex Judson" on the Burns and Allen Show.

Actors may give an interpretation of a part in such a way as to impress those who hear or see it, but we are apt to overlook the fact that it is the writers upon whose talents a "character" depends. I do not want to be one of these, and so I'm sure you will not consider me ungrateful if I share the credit for this Award with Mr. Paul Henning and Mr. Keith Fowler.

Sincerely,
GALE GORDON.

* * *
May "Favorite Story" say that Radio Life is its favorite publication?



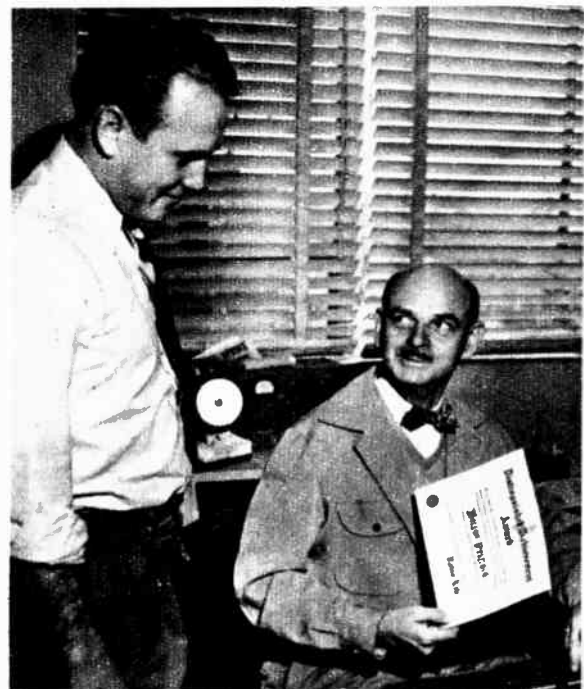
▲ **HENRY RUSSELL**, NBC musical director, frames the parchment naming him outstanding composer-conductor of semi-classical and popular music. (NBC-Zeigler photo.)

All of us were very thrilled with the production Award, and with all your good comments about our show. We hope you'll come visit us soon. We have a lot of fun doing "Favorite Story," and we'd like to have you see it in action.

Your review of "Call for Music" was the topper. We are very grateful for all your praise.

Regarding "Favorite Story," may we say that we are the luckiest directors in show business, having the great store of AFRA talent here in Hollywood. There's nothing like it anywhere else for our money; the sheer brilliance and versatility of the rank and file of AFRA actors and actresses is something to behold.

Our best wishes to you for the continued success of Radio Life. And if there is any way in which we can be of assistance to you, please be assured of our wholehearted cooperation.



▲ **NELSON PRINGLE**, who rated approval for his colorful local reporting, displays his Award to Ed Conklin, senior news writer at CBS-KNX.

Sincerely,
JERRY LAWRENCE and BOB LEE.

* * *
It was a most pleasant surprise to have, by mail last week, Radio Life's Award naming my show, "Plays By Ear," one of the best summer replacements of 1947. We had a theory on starting that show. This theory rested on a simple premise: namely, that the name of a writer is as susceptible to star promotion as the name of an actor, that there is not some peculiar thing in radio which says this cannot be. The book and magazine fields have always done very well by the fact, and by the fact alone, that people can be made to become as interested in what a writer will do next as in what an actor will do next. Our theory was to apply this to radio. The radio writ-

▼ **RISE STEVENS**, STAR of Prudential's "Family Hour" on CBS, formally presented Frank Gallop with his Award on the program, March 14. He was named as deliverer of most convincing commercials.



▼ **TOM ADAIR AND GORDON JENKINS**, whose capsule operas on the Dick Haymes show were recognized, share their honor while producer Sam Pierce approves.





▲ **"THE BOYS IN THE BAND"** inspect maestro Dick Aurandt's Distinguished Achievement Award for dramatic music following its presentation on a broadcast of "Voyage of the Scarlet Queen." Left to right, Lou Singer, Robert Kimic, Aurandt, Lou Maury, Merle Smith, Charles Moll. (Rothschild photo.)



▲ **ERLE AND AL JOLSON** team up to gaze lovingly at one of Joly's two Awards. He received one for star making greatest comeback and an honorable mention for guesting on Burns and Allen's program. (NBC-Zeigler photo.)

ers with whom this has been tried do not number more than five; two of these attempts have been conspicuously successful in developing writers who are now first-rate box-office by anybody's standards. But the industry continues to regard any such attempts as little-theater, experimental and slightly precious, definitely non-commercial. It is, therefore, heartening to have your recognition.

I'm sorry the program is not presently on the air, in order to give you adequate public thanks. Whether it will be on again this summer, I have not been definitely informed. I have, however, seen to it that Mr. Sidney Eiges, NBC's press chief, and others concerned in promoting NBC shows have been told about the Award, and I am making photostatic copies of it for them. It might be of value to let me have a dozen or more

tear-sheets from the issue of your magazine that carries the Award story; I'd suggest they be sent immediately and by air mail.

With cordial good wishes to you and the staff, which (in the opinion of this writer, at least) did a fine job of combing American Radio for evidence of merit, I am,

Sincerely,
HECTOR CHEVIGNY.

I wrote to express my warm appreciation of the citation I received in your very fine Eighth Anniversary issue.

In radio the supporting player is so often lost in the woods of anonymity that it is always stimulating when he is found again—especially when there is an award for finding him.

Believe me, the honorable recog-

niton will be an inspiration during the coming year. Remembering it will always be the incentive for careful, thoughtful work.

Congratulations on your splendid birthday book, and may you have volumes and volumes of them!

Sincerely,
HERB BUTTERFIELD.

This will acknowledge receipt of the certificate of the Distinguished Achievement Awards Honorable Mention for my appearance on the Duffy's Tavern Show June 4, 1947.

I do sincerely appreciate the honor of being included in the illustrious group that you people recognize.

SIDNEY N. STROTZ.

This is a little note to offer you my heartfelt thanks for all you have

(Please Turn to Page 39)

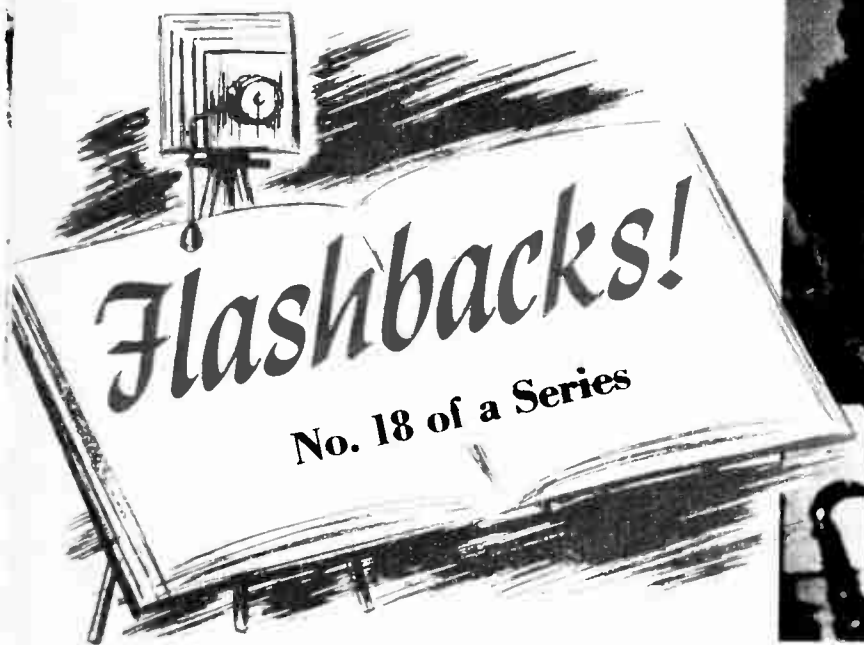
▼ **JACK MEAKIN, MUSICAL DIRECTOR** of "Great Gildersleeve" and Award winner for his summer replacement, "Summerfield Bandstand," holds his prize scroll while Honorable Mention Award winner, Walter Tetley, who rated kudos for his featured performance of "Julius Abruzzio" on the Faye-Harris show, takes a peek. Walter works on the "Gildy" show as "Leroy." (NBC-Holloway photo.)



▼ **THE HARRISES—ALICE AND PHIL**—were pleased as punch over their Award which gave their program honors for having made greatest advance. (NBC-Ball photo.)



AS EARLY AS 1934 bandleader Alvino Rey was receiving cups and recognition. Here pretty Frances Gifford is on the presenting end. Frances is now with M.G.-M., and Alvino is still batoning a good band.



About the Time Radio Was Sweet Sixteen, She Was Being Wooded by These Voices She'll Never Forget

PROBABLY LITTLE ZEPP0 WAS TOO YOUNG to join the act at the time this fine Marx family portrait was taken. Chico, too, was elsewhere. The one on the left is Harpo, Gummo is at the right, and madman Groucho in the middle. Groucho today bears the same nice expression, but his hairline has changed considerably. (Paramount photo.)



AN OLIO BACKDROP and an armful of canine pulchritude dress up a pose for M. Sayle Taylor, who wielded magnetism and influence far and wide for years as "The Voice of Experience." Many a listener right here in Mr. Taylor's home town of Hollywood never identified "The Voice" with their neighbor.



Mikemen

No. 67 of a Series

George Fenneman.



By Joan Buchanan

San Francisco and China Were the Stops That ABC's George Fenneman Made on the Way to Becoming a Hollywood Mikeman

IT STARTS OUT exciting, but then it gets sort of dull," laughed mikeman George Fenneman when we asked for his story. "I was born in Pekin, China. Nine months later I came to the United States. And I can be president. My mother looked into that. I guess she had high hopes for me, so I was born in the American Legation."

Fenneman didn't grow up to be president (although he's young and there's still time) but he did become one of the American Broadcasting Company's ace mikemen. He has often wanted to go back to China and take a look at the old home town, but the war has made that impossible.

A graduate of San Francisco State College, George became interested in acting while a student. Comedian Bob Sweeney, movie actress Kristine Miller and Metropolitan Opera star Florence Quartararo were some of his talented classmates. George decided that although acting was glamorous, he was really more interested in the academic side of it, and set his sights on being a professor of dramatics and speech. Marriage interrupted his plans, and in order to earn money he turned to the thing he knew best. Acting led inevitably to radio in San Francisco at that time. He became a well known radio-ite on station KSFO and the ABC station, KGO. For two years (he refers to this as his "past") he

played the title role in a radio series based on the life of the California bandit, Joaquin Murietta. Three years ago he was transferred to the staff at KECA, Hollywood. At present he is the announcer on Groucho Marx's quiz, "You Bet Your Life," "Ross Dolan, Detective," "Headline Edition" and "Sound Off." Being a Groucho Marx fan from away back, he enjoys every minute of his chores on the comedian's show.

Up to Expectations

His first introduction to Hollywood radio was his assignment to Orson Welles's "Almanac" program. Welles always did this commentary series from the playroom of his home, a snack in front of him, a bathrobe draped about his form. Fenneman calls Welles a "character" and avers that his introduction to glamorous Hollywood radio was all that a San Franciscan suspected all along.

The announcer claims that radio is a little frightening and believes that everyone who steps up to a mike feels it, unless he is hopelessly insensitive. Gifted with a beautiful speaking voice, the mikeman seems like a "natural" before the mike, but he avers that its excitement hits him every time. In San Francisco, he passed what certainly must be the acid test of a radio announcer. In an oft-occurring spot announcement, Fenneman had to follow a blasting rooster crow with the quick-yelled words, "Sharky, the

Spreckels-Russell Rooster!" He never missed.

Most frightening thing in all radio, Fenneman insists, are the auditions. "Terrifying," he shudders, "much worse than being on the air. You either do a terrific job or are completely lousy." He also avers that sitting in the audience of a radio show gives him the same tight feeling that the first few seconds before the mike deliver.

Fenneman has been in radio but five years, but he believes that air aspirants have a long-term pull cut out for them. "If you want to get into radio badly enough, eventually you will," is his encouraging advice. And with a voice like Fenneman's you can probably do it in five years, we'd add.

Our mikeman is married and the father of two young children, Cliff, three and a half, and Beverly, seven months. He met his wife, Peggy, when they were both students at the University. At home he diligently pursues two hobbies, photography and painting, both self-taught accomplishments and both done mostly for his own amusement. Also a self-taught ceramicist, he is hoping to be able to include a kiln when his new home is built.

He is still interested in acting and hopes some day to work it into his schedule. He avers that the only thing wrong with being a radio announcer is that you always know what time it is—clock or no clock!



GEORGE FENNEMAN wears this beaming smile as he goes through his chores on the Groucho Marx show—and why not? He likes announcing, acting and Mr. Marx. (ABC-Wiggam photo.)

The Awards Inspire The Lens

(Continued from Page 36)

done through Radio Life for "Family Theater" since it began a year ago. I want to thank you particularly for the latest act of friendship from Radio Life—the Distinguished Achievement Award. You are wonderful. It's through friends like you that I have been able to bring into existence the dream of a lifetime.

My thanks is the prayer that the good God will bless you and your work in a special way.

Sincerely,
REV. PATRICK PEYTON, C.S.C.

I've been called a lot of things, but your "radiogenic" title is certainly a new one on me. I like the way it sounds.

Seriously, thanks for sending me the citation. It's good to know that I have friends on the West Coast.

Sincerely,
ARTHUR GODFREY.

Just a quick little note to tell you how much we appreciate your wonderful Award; it is the first public recognition we have had, and we certainly hope it will mean the beginning of more. We are certainly going to do our best to deserve it.

Here's wishing you continued success in your swell publication.

Sincerely,
GORDON JENKINS & TOM ADAIR.

Alice and I are so thrilled and happy to be the recipients of your Award for the program showing the greatest advancement during the year. This means a great deal to us, and certainly an incentive to greater progress. We both sincerely appreciate your kindness.

Alice joins me in kindest personal regards and best wishes.

PHIL HARRIS.

I felt very greatly honored by your Award, and am writing to say that very inadequate thing—thank you. I have been meaning to write to you for quite a while, for Radio Life has been very kind to me. But I've procrastinated, and here you heap coals of fire on my head. Again, thank you, and a long and successful life to Radio Life.

Sincerely,
JOHN BROWN.

It has been one month since I enjoyed the thrill of receiving your Annual Distinguished Achievement Award as conductor and composer of dramatic music.

During that month I have been searching my mind for some way—some group of words that I could use to express my gratitude. There is no use waiting any longer. I can't adequately voice my appreciation.

Watch the Birdie!

(Continued from Page 15)

from looking like a pygmy's. Ben runs the gamut during a week's work, which averages three portrait sittings using about thirty-five shots, twelve assignments for candid's, using about 100 shots and about fifteen color pictures, both 8x10 and 4x5. In addition, his department turns out about 175 "glossies" or shiny prints a week.

About the only subjects Ben really doesn't hit it off with are those who can't understand his directions, or, as Ben puts it, "people I can't communicate with." They invariably become confused—tilt when they should turn and turn when they should tilt. They end up not knowing which is right and which is left—not a pretty picture in anybody's business!

How to Write a Comedy Script

(Continued from Page 33)

... Yeah, that's what I thought. It kinda looks like I'm anxious to get a buck. O.K." He hung up. "Take a telegram to Richard Aldrich," he turned to a secretary. "Dear Richard, loved having Gertie on the show..."

Terms Explained

The writers headed downstairs to get to work on their stand-up jokes. "We call it 'Duffy's Cavern,'" one of them murmured as he passed us.

"Now what can I do for ya?" Gardner turned to us.

"What is a stand-up joke?" we wanted explained.

"That's gag talk. It's a kind of shorthand that we use with each other. Saves time. We can say in five minutes what it would take an outsider fifteen minutes to say. A stand-up means you've got no situation. You and the guest just stand there and say funny things to each other. 'Well, Lauren, how's Hollywood...' There's no relationship—it's murder. Loose gags? That's a bunch of gags with no situation. Jokes that might possibly fit. We'll have about sixteen of 'em and pick out about four to use in transitions, maybe, and worry about the continuity later. I've got eight writers, been with me over a year. All good boys—jokes, situations... terrific bunch of boys."

After this session, we wondered, what condition was the program in? "We usually have our premise by Monday," sighed Gardner. "We're set now. Solid! All we need is an extra twist. Get me the writers," he yelled.

The best I can do is resort to the old standby—"thanks very much."

RICHARD D. AURANDT.



↑ CBS LENSMAN PIERCE GRANT takes a "candid" of radio actress Janet Waldo.

↓ CAPTURING FRANK MORGAN'S happy-go-lucky whimsy was not too difficult for CBS photographic head Ben Polin. He let Morgan chat with Don Ameche, caught his subject between sentences.



↓ HOAGY CARMICHAEL, who thought he couldn't get a good picture, was surprised at this one, ordered large quantities of it to satisfy fan-mail requests.





▲ **APPRAISING NEWEST** literary works is Russell Maloney, heard as reviewer on CBS's "Of Men and Books."



A
B
C

▲ **RADIO'S YOUNGEST EMCEE** on a coast-to-coast show is eleven-year-old Johnny McGovern of ABC's "Abbott and Costello Kid Show."



▲ **PORTRAYER** of fabulous adventures, "The Lone Wolf," Gerald Mohr broadcasts weekly over Mutual-KHJ.

**SEEN ON
THE RADIO
SCENE**



▲ **MR. AND MRS. DON WINTON** and emcee John Nelson. Sculptor Winton made bust of 1947's Tournament of Roses Queen, Norma Christopher. fell in love with his model, married her on "Bride and Groom."

▼ **MUSICAL DIRECTOR DAYE ROSE** and comedian Red Skelton dance outside former's dressing room at NBC.

▼ **KMPC's JOHN BAIRD PINS CORSAGE** on Met Opera star, Nedine Connor, following her appearance on "Western Federal Music Hour."

